

**BBA DEGREE END SEMESTER EXAMINATION - OCTOBER 2022**  
**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 16U3CRBBA13 : INTRODUCTION TO PR AND CORPORATE COMMUNICATION**  
*(For Supplementary 2016/2017/2018/2019 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. Define Public Relations?
2. Who among the following is widely known as the father of the modern public relations industry and the first public relations advisor?
3. The public relations consultants handle\_\_\_\_\_of the company.
4. A\_\_\_\_\_needs to be at his best in his communication when it comes to media relation
5. Who brought in the concept of PR as 'corporate conscience'?
6. Why press meet important part in public relation?

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. What are the publicity tools.
8. What is TARES Test?
9. Define Goodwill Creation.
10. Define Community Relations.
11. What is corporate reputation?
12. What is corporate identity?
13. What is Class meetings?
14. What is reactive media relations?
15. Define Online public relations campaigns.
16. Define Crisis management.

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. Elaborate on the different types of public in PR?
18. What were the different phases of the development of Public relations in India?
19. Explain the importance of research for the PR practitioner
20. What are the essential of corporate reputation.
21. Why is CSR very important for a company? Give examples
22. Corporate Culture included effective PR mechanisms. Analyse this statement.
23. Explain Types of Speeches.
24. Explain 5C's of Crisis Communication.

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Describe the concept of Code of ethics and its importance in governing the PR profession?
26. Discuss about the Functions of Public Relations.
27. What is corporate culture?
28. What is the role of management in corporate communication?

**(15 x 2 = 30)**