

Reg. No .....

Name .....

23P302

**M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**

**SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION**

**COURSE : 21P3MCJT09 : PUBLIC RELATIONS AND CORPORATE COMMUNICATION**

*(For Regular - 2022 Admission and Supplementary - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

**PART A**

**Answer any 8 questions**

**Weight: 1**

1. What is 'Goodwill'? (R)
  2. What is Internal Public? (R, CO 3)
  3. What is 'Two way Communication'? (U, CO 1, CO 4)
  4. What is 'Copy Right Act'? (R)
  5. What is Lobbying? (R)
  6. What is Media Scheduling? (R)
  7. What is 'PIB'? (R, CO 2)
  8. What is 'Intellectual Property Rights'? (R)
  9. What is Branding? (R)
  10. Define 'Public Sector'? (U, CO 1, CO 4)
- (1 x 8 = 8)**

**PART B**

**Answer any 6 questions**

**Weights: 2**

11. Distinguish between corporate communication and public relations. (An)
  12. What is a Press Release? What are its characteristics? (R, CO 1, CO 2)
  13. Write a short note on 'Naam Munnottu' (U, CO 1, CO 4)
  14. Differentiate between internal and external public. (An)
  15. Write a short note on 'Adfactors PR' (U, CO 1, CO 3)
  16. Explain the limitations of Mass Communication. (U)
  17. What are the objectives of PR? (R)
  18. Explain the terms 'Brand Image' and 'Brand Positioning' with appropriate examples. (U, CO 1, CO 5)
- (2 x 6 = 12)**

**PART C**

**Answer any 2 questions**

**Weights: 5**

19. Explain the different tools of Public Relations? (U, CO 1, CO 2)
20. Describe the basic organizational structure of a PR agency. (U, CO 3)

21. Explain the concept of corporate communication and its functions. (U)
22. Explain the skills and qualities required for a PR practitioner? (U, CO 1, CO 2)  
**(5 x 2 = 10)**

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	Explain the various concepts, characteristics involved and organizations related to Public Relations	U	3, 10, 12, 13, 15, 18, 19, 22	20
CO 2	Illustrate the various tools of Public Relations	U	7, 12, 19, 22	13
CO 3	Examine the process of implementing PR activities, the communication with stakeholders	An	2, 15, 20	8
CO 4	Demonstrate and implement the strategic communication plans for PR campaigns	U	3, 10, 13	4
CO 5	Examine media and it's relevance to the practice of corporate communication	An	18	2

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;