

Reg. No

Name

23U374-S

BBA DEGREE END SEMESTER EXAMINATION - NOVEMBER 2023

SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 16U3CPBBA13 : 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. Name one international and one Indian PR agency?
3. What is informal Communication?
4. What is Memo?
5. What is mass communication?
6. Name any 2 barriers of communication.

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. What are the Propaganda types?
8. Write a short note on Public Relation.
9. Define Goodwill Creation.
10. Define Community Relations.
11. Define Internal communication.
12. Define Corporate Culture.
13. What is Class meetings?
14. What is Statutory meetings?
15. Define Reputation management campaigns.
16. Define Crisis management.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Describe the concept of Code of ethics
18. Describe different traditional models involved in making the code of ethics.
19. Discuss the functions of the Public Relations.
20. What is the objective of PR.
21. Elaborate on the relevant mass media laws that a company needs to be aware of
22. Elaborate the relevance of corporate communication in India.
23. Explain the importance of Community relations.
24. What are the guidelines for crisis management communication?

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Elaborate on the history of Public relations in India?
26. Discuss about the Role of Public Relations in an Organization.
27. Explain the importance of media realtions.
28. What are the principles of good media relations?

(15 x 2 = 30)