

Reg. No

Name

24U630

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 6 - INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U6CRBBA22 - INTRODUCTION TO PR AND CORPORATE COMMUNICATION

(For Regular - 2021 Admission and Supplementary - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. What makes a successful speaker?
2. Define Crisis Communication?
3. Public relation is defines as a Art or Science?
4. Define community relations?
5. Write a short note on clan culture?
6. Write any three functions of PR.
7. Explain the significance of PR for an established firm?
8. Write a short note on 'PR Consultancy'.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. How does an organisation select the media for corporate communication, Explain with an example?
10. write the definition of crisis management.
11. What is Advertising?
12. What were the different phases of the development of Public relations in India?
13. What is corporate identity?
14. What are the key components of a crisis management plan, and how can they be developed and implemented effectively?
15. Name any two Indian PR Agencies?
16. Explain different ways of using marketing research in PR Campaigns.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. What are the advantages of inhouse PR Department?
18. Explain the skills needed for a corporate communicator.
19. What are the distinct promotion tools in Public relation?
20. Mention the strategic importance of CC.
21. What are the key roles and responsibilities of crisis management team members?
22. Mention seven essential skills for effective crisis management.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Elaborate on the process of Public Relations?
24. Explain the CSR activities that a company can take up and mention what are benefits provided by the Indian Govt for companies following CSR.
25. Guidelines for a good presentation?
26. How does crisis management help organizations anticipate and prepare for potential crises? What steps can be taken to identify and assess potential threats?

(10 x 2 = 20)