

Reg. No

Name

24U648

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 6 - MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U6CRBCJ13 - P.R. AND CORPORATE COMMUNICATION
(For Regular - 2021 Admission and Supplementary - 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is 'Earned Media'?
2. What is 'Twitter'?
3. What is 'IPRA'?
4. What is 'Employee Relations'?
5. What is Resume?
6. What is Media Scheduling?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. What is 'Copy Right Act'?
8. Explain briefly on 'Corporate Philosophy'?
9. Explain briefly on 'Ketchum Sampark'.
10. Explain briefly on 'Propaganda'.
11. What is 'Right to Privacy'?
12. What are the uses of Websites?
13. Explain briefly on Proactive Public Relations?
14. How does Business Letter differ from Personal Letter?
15. What is Press Release? What are its characteristics?
16. Explain briefly on 'Perfect Relations'.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain the terms 'Brand Image' and 'Brand Positioning' with appropriate examples.
18. Explain the scope of Public Relations.
19. Describe the merits and demerits of Written Communication.
20. Distinguish between Public Relations and Publicity.
21. Explain the relationship between mass media and its audience.
22. Explain briefly on 'IPRD Kerala'.
23. Explain briefly on 'Adfactors PR'.
24. Explain the different types of Communication.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Illustrate the different stages in a PR campaign with an example.
26. What is Business Communication? Explain the different Communication flow in Business Communication.
27. What is Public Relations? Explain the significance of PR in an Organisation.
28. Discuss in detail on the different steps involved in a PR campaign on 'Protect Childhood'.

(15 x 2 = 30)