

**M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024****SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P3MCJT09 : PUBLIC RELATIONS AND CORPORATE COMMUNICATION***(For Regular 2023 Admission and Supplementary 2022/ 2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

**PART A****Answer any 8 questions****Weight: 1**

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|-----|-------------------------------------|--------------------|
| 1.  | What is Corporate Film?             | (R)                |
| 2.  | What is 'Rumour'?                   | (R)                |
| 3.  | What is 'PRSI'?                     | (R)                |
| 4.  | What is 'Right to Privacy'?         | (R)                |
| 5.  | What is 'B2B'?                      | (R, CO 1)          |
| 6.  | What is 'Mass Media'?               | (R)                |
| 7.  | What is 'Press Agency'?             | (R)                |
| 8.  | What is 'DTH'?                      | (R)                |
| 9.  | What is Proactive Public Relations? | (R)                |
| 10. | What is Branding?                   | (R)                |
|     |                                     | <b>(1 x 8 = 8)</b> |

**PART B****Answer any 6 questions****Weights: 2**

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|-----|--|---------------------|
| 11. | Distinguish between Advertising and Public Relations?                              | (An, CO 1)          |
| 12. | What are the objectives of PR?   | (R)                 |
| 13. | Explain the terms 'Brand Image' and 'Brand Positioning' with appropriate examples. | (U, CO 1, CO 5)     |
| 14. | What are the functions of PIB?   | (R)                 |
| 15. | Write a short note on 'Kerala Calling'.  | (R)                 |
| 16. | Write a short note on 'Adfactors PR'.  | (U, CO 1, CO 3)     |
| 17. | Write a short note on 'Ivy Lee'.   | (U)                 |
| 18. | Explain briefly on 'Brand Management'.   | (U)                 |
|     |  | <b>(2 x 6 = 12)</b> |

**PART C****Answer any 2 questions****Weights: 5**

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|-----|--|---------------------|
| 19. | Explain in detail the major PR professional organizations in India?                        | (U, CO 1)           |
| 20. | Discuss on the scope and need of corporate communication.                                  | (U, CO 5)           |
| 21. | Discuss in detail on the different steps involved in a PR Campaign on 'Protect Childhood'. | (U)                 |
| 22. | Explain the role of PR in Crisis Management.   | (U)                 |
|     |  | <b>(5 x 2 = 10)</b> |

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	5, 11, 13, 16, 19	12
CO 3	Examine the process of implementing PR activities, the communication with stakeholders	An	16	2
CO 5	Examine media and it's relevance to the practice of corporate communication	An	13, 20	7

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