

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025**SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U6CRBBA22 : INTRODUCTION TO PR AND CORPORATE COMMUNICATION***(For Regular 2022 Admission and Supplementary 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Define Product Public relation.
2. Explain the significance of PR for an established firm.
3. Name one international and one Indian PR Agency.
4. Explain the term Internal Public.
5. Define Proactive media relations.
6. Mention any 2 duties of PR Practitioner.
7. Define Financial relations.
8. What is corporate philosophy?

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Mention the skills needed for corporate communicators.
10. Explain different ways of using marketing research in PR Campaigns.
11. What is public opinion?
12. Briefly explain the importance of crisis management in PR.
13. With the help of an example explain how an organisation select the media for corporate communication.
14. Discuss the key components of a crisis management plan, and its implementation.
15. With the help of an example, differentiate corporate communication and public relation.
16. Define propaganda.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Discuss the advantages of inhouse PR Department.
18. How does a corporate communicator manage communication during a crisis?
19. Describe the factors to be kept in mind for planning a PR campaign.
20. Explain the disadvantages of PR.
21. Mention the strategic importance of CC.
22. Explain the importance of research for PR Practitioner?

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Write about the scope of Public Relations Practice.
24. Discuss the guidelines for a good presentation.
25. Briefly discuss the roles of public relation practitioners in an organisation.
26. How does corporate culture impact organisational performance?

(10 x 2 = 20)