

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2025
SEMESTER 6 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U6CRBCJ13 : P.R. AND CORPORATE COMMUNICATION
(For Regular 2022 Admission and Supplementary 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is 'Paid Media'?
2. What is 'Film Division'?
3. What is Grapevine Communication?
4. What is Lobbying?
5. Define Corporate Citizenship.
6. What is Resume?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Explain briefly on 'Business Proposal'.
8. Define Counselling?
9. Explain briefly on 'Ogilvy PR'.
10. What is 'Financial Relations' in PR?
11. What is share holder relation?
12. Explain briefly on 'Corporate Philosophy'?
13. Explain briefly on 'Media Scheduling'.
14. Explain briefly on 'Ketchum Sampark'.
15. Explain briefly on corporate image.
16. Explain briefly on 'Reputation Management'?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Distinguish between corporate communication and public relations.
18. What is the significance of setting clear goals and objectives in PR planning? Discuss.
19. Explain briefly on 'IPRD Kerala'.
20. Describe the merits and demerits of Written Communication.
21. Assess the contemporary trends in Public Relations.
22. What are the functions of 'IPRA'?
23. Describe the merits and demerits of Oral Communication.
24. Distinguish between Vertical and Horizontal Communication Flow.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What is Press Release? Prepare a Press Release to be given by an educational institution on their inauguration of a Centennial Celebration.

26. Illustrate the evolution of Public Relations in India.
27. Define Business Communication. Explain the purpose of Business Communication.
28. What is 'House Journal'? Analyse the role of 'House Journals' in achieving public relations goals.

(15 x 2 = 30)