

**M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025****SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION****COURSE : 24P3MCJT09/21P3MCJT09 : PUBLIC RELATIONS AND CORPORATE COMMUNICATION***(For Regular - 2024 Admission and Supplementary 2023/2022/2021 Admissions)*

Time : Three Hours

Max. Weights: 30

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

1. What is Branding? (R)
  2. What is 'Rumour'? (R)
  3. What is 'Photo Features'? (R)
  4. What is 'Cummunity Relations'? (U, CO 1, CO 2)
  5. Define 'Public Sector'? (U, CO 1, CO 4)
  6. What is 'Financial Relations' in PR? (R)
  7. What is Lobbying? (R)
  8. What is Newsletter? (R)
  9. Define Public Relations? (U, CO 1)
  10. What is 'IPRA'? (R, CO 1, CO 2)
- (1 x 8 = 8)**

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

11. Explain the role of 'PR' in building Brands. (U, CO 1, CO 2)
  12. Write a short note on 'Ivy Lee' (U)
  13. What are the functions of DAVP? (R)
  14. Distinguish between Public Relations and Publicity. (An)
  15. Define the scope and functions of Corporate Communication. (A)
  16. Explain the terms 'Brand Image' and 'Brand Positioning' with appropriate examples. (U, CO 1, CO 5)
  17. Describe the different types of communication flow. (U)
  18. Explain how PR work on Tourism promotion. (U)
- (2 x 6 = 12)**

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

19. Discuss in detail on the different steps involved in a PR Campaign against 'Dowry System' (U, CO 1, CO 3)

20. Explain on the major professional PR organizations. (U, CO 1, CO 2)
21. Explain the responsibilities of a PR practitioner. (U, CO 1)
22. What is Corporate Sponsorship? Explain the various types of Corporate Sponsorships. (U, CO 1, CO 2, CO 5)  
(5 x 2 = 10)

#### 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	4, 5, 9, 10, 11, 16, 19, 20, 21, 22	28
CO 2	Illustrate the various tools of Public Relations	U	4, 10, 11, 20, 22	14
CO 3	Examine the process of implementing PR activities, the communication with stakeholders	An	19	5
CO 4	Demonstrate and implement the strategic communication plans for PR campaigns	U	5	1
CO 5	Examine media and it's relevance to the practice of corporate communication	An	16, 22	7

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