

Reg. No

Name

26U652

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2026
SEMESTER 6 : MASS COMMUNICATION AND JOURNALISM MODEL - I

COURSE : 19U6CRBCJ13 : P.R. AND CORPORATE COMMUNICATION

(For Regular 2023 Admission and Supplementary 2022/ 2021 /2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is 'Launch'?
2. What is 'Twitter'?
3. What is 'Public' in PR?
4. What is Direct Marketing?
5. What is Integrated Marketing Communication?
6. What is Mass Media?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Explain briefly on 'Propaganda'.
8. What is Press Release? What are its characteristics?
9. Explain briefly on 'Integrated Selling'.
10. Explain briefly on 'Edelman India'.
11. Explain briefly on 'The PRactice'.
12. How can PR professionals use community relations to promote an organisation's missions and values?
13. How can PR professionals use research to inform PR strategy and tactics?
14. Explain briefly the importance of Newsletters in PR.
15. What is Downward Communication?
16. What are the uses of Websites?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain the functions of Corporate Communication.
18. Explain the scope of Public Relations.
19. Discuss the functions of a PR Agency.
20. Explain the steps involved in Interview.
21. What are the factors to be considered for organizing a Press Conference?
22. What are the points to be remembered while preparing a Memo?
23. How can documentary films help in Public Relations campaign.
24. Identify the different types of Crisis.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What are the strategies for effective cross-cultural communication in business , and how can individuals adapt to cultural differences in global communication?
26. Explain in detail, the major PR professional organisations in India.
27. Assess the role of Public Relations in Crisis Management.
28. Explain the role of Public Relations in Government Organizations.

(15 x 2 = 30)