

B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION – MARCH 2026**UGP (HONS.) SEMESTER – 4: – DISCIPLINE SPECIFIC COURSE**COURSE: **24UJMCDS204: PUBLIC RELATIONS AND CORPORATE COMMUNICATION***(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

PART A***Answer any Five questions; Each question carries 2 marks***

1. Define Public Relations. (R CO1)
 2. What is CSR. (R CO5)
 3. What is Public Opinion. (R CO1)
 4. What is Corporate Identity. (R CO5)
 5. What is Opinion Survey. (R CO3)
 6. Define Brochure. (R CO2)
- (2 x 5 = 10)**

PART B***Answer any Six questions; Each question carries 5 marks***

7. Identify the contribution of Ivy Lee to PR. (U CO1)
 8. Discuss the functions of IPRD Kerala. (U CO1)
 9. Explain the role of 'Evaluation and Feedback' in a PR campaign. (U CO4)
 10. Describe the roles and responsibilities of a Public Relations Manager. (U CO3)
 11. Distinguish between Public Relations and Marketing. (U CO1)
 12. Explain the concept and significance of Integrated Marketing Communication in organisational communication. (U CO2)
 13. Identify the functions of DAVP. (R CO1)
- (5 x 6 = 30)**

PART C***Answer any Two questions; Each question carries 15 marks***

14. Discuss the role of Public Relations in crisis management with suitable examples. (A CO5)
 15. Discuss the role and functions of professional Public Relations organisations such as PBI, IPRA, PRSI and PRCI. (A CO1)
 16. Explain the different stages involved in a Public Relations Campaign against 'Gender-Based Discrimination'. (A CO4)
- (15 x 2 = 30)**