

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026**SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U6CRBBA22 : INTRODUCTION TO PR AND CORPORATE COMMUNICATION***(For Regular 2023 Admission and Supplementary 2022/ 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. Who is the father of modern Public Relations?
2. What is corporate communication?
3. What is press release?
4. What is Event Planning?
5. Define Employee Relations.
6. What makes a successful speaker?
7. Who is a PR Practitioner?
8. Explain any two functions of PR relationship.

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

9. How does corporate culture impact organisational performance?
10. Define Publicity.
11. What is the role of PR consultants?
12. Explain the role of corporate communicator in the industry.
13. What metrics and indicators should be used to measure the success of crisis management efforts?
14. How does third party endorsements work in PR?
15. Explain the purpose of presentation in PR?
16. Explain the importance of Marketing Research for PR Practitioner.

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

17. Discuss the main purpose of market research.
18. Explain corporate culture and its types.
19. Does corporate philosophy play a central role in developing the company brand? Justify your answer.
20. How does good PR attract investors?
21. Discuss about the Promotional Tools in Public Relations.
22. Describe the evolution of Propaganda in India.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

- 23. Give a brief note on clan culture and hierarchy culture.
- 24. Discuss the impact of positive brand image on PR?
- 25. Write an example of ethical issues faced by any corporate and how PR played a major role in recreating the goodwill of the organisation.
- 26. Discuss the different types of Public Relations.

(10 x 2 = 20)