

D 31032

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Name.....

Reg. No.....

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2022**

(CBCSS)

Journalism and Mass Communication

MCJ 3C 02—PUBLIC RELATIONS AND CORPORATE COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

1. Write short notes on any *four* of the following. Each answer carries 2 weightage :

- 1 *Crystallizing Public Relations.*
- 2 Walter Lippmann.
- 3 PR consultants.
- 4 Corporate identity.
- 5 House journal.
- 6 Spin doctors.
- 7 Grapevine.

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- 8 Trace the origin and growth of propaganda.
- 9 What is Public Relations campaign ? Explain the important stages of Public Relations campaign.
- 10 Examine the role of Public Relations agencies in election campaigns.
- 11 Poor crisis management can wreck an enterprise. Highlight the importance of crisis communication management.
- 12 How does marketing communication differ from Public Relations ?
- 13 Describe the importance of inculcating corporate reputation.
- 14 Examine the criteria for assessing the effectiveness of corporate communication.

(4 × 3 = 12 weightage)

Turn over

III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- 15 Discuss the role and relevance of Public Relations activities for governments.
- 16 What is CSR ? Examine its scope and challenges.
- 17 Describe the objectives and functions of corporate communication.
- 18 'Building and maintaining reputation are key to the success of a corporate entity.' Discuss the ways of building and managing corporate reputation.

(2 × 5 = 10 weightage)