

C 81242

Name.....

Reg. No.....

**FOURTH SEMESTER P.G. DEGREE EXAMINATION, MARCH 2020**

(CCSS)

M.C.J.

**JMC 4C 17—PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS**

Time : Three Hours

Maximum : 80 Marks

*Answer question I and four others.*

*Each question carries equal marks.*

- I. Write short notes on any *five* of the following in less than 150 words :
- (a) Spin doctors.
  - (b) Trade fairs and exhibitions.
  - (c) Media Relations.
  - (d) PRSI.
  - (e) Seven deadly sins of PR.
  - (f) Vertical Communication.
  - (g) Code of Athens.
- II. Discuss the origin and growth of public relations with special reference to India.
- III. Why do we say that public relations is an integral part of management ? Substantiate.
- IV. What are the different tools available for public relations practitioners ? Explain when and how they are used.
- V. What is corporate communication? Is it different from corporate public relations ?
- VI. What is a crisis ? How does PR contribute to crisis management ?
- VII. Explain the importance of campaign planning for the growth of every company.