

Reg. No. : .....

Name : .....

**Fourth Semester B.A. Degree Examination, July 2018**  
**(Career Related First Degree Programme Under CBCSS)**  
**Group 2(a)**  
**Journalism and Mass Communication and Video Production**  
**Core Course – V**  
**JC 1441-PR AND CORPORATE COMMUNICATION**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Write short notes on **all** of the following in a **line** or **two** each :

- 1) IPRA.
- 2) Goodwill.
- 3) Reputation management.
- 4) Press agency.
- 5) Media monitoring.
- 6) Internal communications.
- 7) Employee relations.
- 8) Crisis communications.
- 9) Stakeholders.
- 10) Social media.

**(10×1=10 Marks)**

II. Write short notes on **any eight** of the following **not exceeding 60 words** each :

- 11) Advertorial.
- 12) Fund raising.
- 13) Embargo.
- 14) Corporate identity.
- 15) Media relations.



- 16) Media impressions.
- 17) Corporate publishing.
- 18) Investor relations.
- 19) Public affairs.
- 20) In-House Magazines.
- 21) Spokesperson.
- 22) E-PR/Online PR.

**(8×2=16 Marks)**

III. Write short essays on **any six** of the following **not exceeding 120 words each** :

- 23) Is public relations a management function ? Substantiate your views.
- 24) "Every public relations officer is primarily a Journalist". Discuss.
- 25) Discuss how effectively house journals can be used in PR campaigns.
- 26) What is the importance of 'image building' in an organization ?
- 27) Write short notes on corporate social responsibility.
- 28) "Lobbying" is essential in government relations or public affairs. Comment.
- 29) Newspapers as a medium for public relations messages. Discuss.
- 30) Discuss the codes of conduct of PRSI.
- 31) What do you understand by a PR campaign ?

**(6×4=24 Marks)**

IV. Write long essays on **any two** of the following, **each one not exceeding 500 words** :

- 32) Outline the factors to consider in choosing a Public Relations consultancy.
- 33) Review any one image building Visual Advertisement by a corporate which has attracted you.
- 34) "PR is persuasion and not propaganda". Elaborate this message with at least one example.
- 35) Illustrate in detail about the responsibility of the PRO during the crisis management.

**(2×15=30 Marks)**

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