



QP CODE: 20100675

Reg No :

Name :

BA DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

B.A Mass Communication and Journalism Model I

Core Course - MC6CRT28 - P.R AND CORPORATE COMMUNICATION

2017 Admission Onwards

BD50029D

Time: 3 Hours

Maximum Marks: 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Describe the three elements of PR according to Edward Bernays
2. Explain the term RNI
3. Discuss how PR helps to build a positive image
4. Define planning
5. Define press conference
6. Explain the role of a PR person
7. Define stock market
8. List any two activities included in corporate communication
9. Define philanthropic activities
10. Discuss the importance of conducting events as part of PR
11. Define PR communication
12. Discuss how to write a Proposal

(10×2=20)



Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss the definition of PR according to Edward L Bernays
14. Describe the term employee relation
15. Explain the uses of Public relation in private sector
16. Examine the use of financial PR
17. Explain the functions of private sector PR
18. Discuss how Internet helps a PR professional
19. Discuss the activities of corporate communication
20. Find the need for corporate PR
21. Describe the purpose of memo writing

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss about the elements of PR
23. Describe the essentials of an effective business communication
24. Describe why contribution to society is important in PR
25. Make a critique of the statement ' PR professional is the most important part of an Organisation '

(2×15=30)

