



QP CODE: 23105789

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2023

Sixth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC6CRT28 - P .R AND CORPORATE COMMUNICATION

2017 Admission Onwards

DF2BF839

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Identify the father of modern PR.
2. Describe the term persuasion.
3. Describe any two areas where PR activities are used.
4. Define the term Research.
5. Explain technical knowledge for a good Public relation officer.
6. Explain the term Shareholders.
7. Describe the function of PR in a Hospital.
8. Define feedback in corporate communication.
9. Define corporate identity.
10. Explain the need for CSR.
11. Define Bussiness communication.
12. Describe the steps of writing a memo.

(10×2=20)

Part B





*Answer any **six** questions.
Each question carries **5** marks.*

13. Explain the role of PR in national movement.
14. Explain the functions of internal communication.
15. Discuss the role and functions of PR.
16. Examine the use of PR in a hospital.
17. Describe the codes of conduct by IPRA.
18. Discuss how Internet can be used to shape the companies image.
19. Explain the functions of visual identity.
20. Composs a short note on vision statement and mission statement.
21. Describe the functions of a bussiness organisation.

(6×5=30)

Part C

*Answer any **two** questions.
Each question carries **15** marks.*

22. Discuss in detail the difference between public relations and advertising.
23. Composs a press release for the launch of a new company.
24. Describe the benefits of print media in PR.
25. Describe the writing style and structure of a Proposal.

(2×15=30)

