



QP CODE: 22101160

22101160

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
APRIL 2022  
Sixth Semester**

B.A Mass Communication and Journalism Model I

**CORE - MC6CRT28 - P .R AND CORPORATE COMMUNICATION**

2017 Admission Onwards

7C6EF003

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Identify examples to prove PR was practiced in ancient societies.
2. Define PRSI.
3. Define internal public.
4. Define the term evaluation.
5. Explain the term financial PR.
6. Explain the need of research in PR campaign.
7. Define the term interviews.
8. Explain the benefits of building a brand image.
9. List some important things to remember while executing a corporate PR strategy.
10. Explain two examples of successful CSR campaigns.
11. Define Memos.
12. Describe the format of Proposal.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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





13. Describe the importance of two way communication in PR.
14. Describe two way symmetrical model of PR.
15. Explain the use of House journals.
16. Discuss the features of Press release.
17. Examine the important roles of a PR professional in public sector.
18. Explain the relationship between Management and Public relation.
19. Explain the meaning of corporate communication.
20. Explain the use of colours in corporate visual identity.
21. Describe the use of Fact finding.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. Examine the functions of PR in Government.
23. Describe the details and importance of shareholder relations and financial PR.
24. Examine the objectives of corporate PR.
25. Describe the importance of written communication materials in PR.

(2×15=30)

