



QP CODE: 24001257

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC6CRT28 - P .R AND CORPORATE COMMUNICATION

2017 Admission Onwards

EC6D81BB

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define PRSA.
2. Identify the newspaper Harijan.
3. Define internal public.
4. Define the term evaluation.
5. Explain technical knowledge for a good Public relation officer.
6. Explain why a PR professional need to be good listener.
7. Define trade union.
8. Define corporate PR.
9. List some important things to remember while executing a corporate PR strategy.
10. Explain the need for CSR.
11. Define cross culture communication.
12. Describe the steps of writing a memo.

(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. Analyse the statement “The management of an institution needs to understand its public for achieve institutional goals”.
15. Discuss the term 'Media relation'.
16. Examine the use of PR in a hospital.
17. Explain the functions of private sector PR.
18. Explain the relationship between Management and Public relation.
19. Discuss why creating an identity is important for an organisation.
20. Explain the need of corporate identity.
21. Make a note on PR department of any NGO'S.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss about the elements of PR.
23. Describe the principles of PR.
24. Assess the statement “PR and corporate communication are closely related”.
25. Describe the writing style and structure of a Proposal.

(2×15=30)

