



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

CA075E37

Time: 3 Hours

Marks: 80

Part A

*Answer any **ten** questions.*

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

1. Define PRSI
2. Describe the term propaganda
3. Discuss the role of PR as a management function
4. Define press conference
5. Explain the term financial PR
6. Define the term Independent sector
7. Define Private impact
8. Define feedback in corporate communication
9. Describe goals of corporate PR
10. Define the term CSR
11. Define blog
12. Define PR communication

(10×2=20)

Part B

*Answer any **six** questions.*

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



13. Discuss why public relation materials has short shelf life
14. Explain the functions of internal communication
15. Describe the use of Press release
16. Examine the use of financial PR
17. Discuss the functions of management
18. Discuss how Internet helps a PR professional
19. Explain the use of colours in corporate visual identity
20. Make a short note on corporate PR strategies
21. Describe differences between Financial PR and Bussiness PR

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the impact of WW1 and WW2 in evolution of PR
23. Describe the tools of PR
24. Discuss the need to avoid grapevine communication
25. Describe the writing style and structure of a Proposal

(2×15=30)

