

QP CODE: 21101341



Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC6CRT28 - P .R AND CORPORATE COMMUNICATION

2017 Admission Onwards

EBF7FD62

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Describe an example for PR in ancient India.
2. Define the term Public.
3. Describe two benefits of internal communication.
4. Define advertising.
5. Explain the need of PR for hospitals.
6. Explain the term Public sector.
7. Explain the functions of a PR organisation.
8. Define corporate communication.
9. Describe corporate organisation.
10. Define the term CSR.
11. Define Corporate citizenship.
12. Define Proposals.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Discuss about any two personalities who played an important role in emergence of Public Relation.





14. Analyse how important is persuasion in PR?
15. Describe the tools PR uses for communication.
16. Discuss the use of conducting events as the part of PR.
17. Disitnguish between in-house PR department and independent PR agency.
18. Discuss the need for ethics in PR.
19. Describe the role of media in building corporate identity.
20. Discuss the steps in planning corporate PR.
21. Make a note on a PR department of any Charity organisation.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain how PR becomes a challenging profession.
23. Describe the functions and duties of PR in a charity organisation.
24. Discuss the need to avoid grapevine communication.
25. Analyse the statement “the public is the only critics,whose opinion is worth anything at all”.

(2×15=30)

