

QP CODE: 25021015



Reg No :
Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC6CRT28 - P .R AND CORPORATE COMMUNICATION

2017 Admission Onwards

619F6D61

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Identify the newspaper Harijan.
2. Define the term Public Relation.
3. Discuss how PR helps to build a positive image.
4. Define implementation.
5. Explain the need of PR for hospitals.
6. Describe why a PR professional need to be bold.
7. Define IPRA.
8. Define corporate identity.
9. Describe corporate organisation.
10. Explain two examples of successful CSR campaigns.
11. Discuss the impact of technology in PR.
12. Define PR communication.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Describe the role of PRSA in the evolution of PR as a profession.





14. Describe two way asymmetrical model of PR.
15. Discuss the role and functions of PR.
16. Discuss the term 'Media relation'.
17. Disitnguish between in-house PR department and independent PR agency.
18. Discuss how Internet helps a PR professional.
19. Explain the use of colours in corporate visual identity.
20. Explain the need of good communication skills for a corporate PR practitioner.
21. Describe the uses of Proposal writing.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the need for employee relation.
23. Describe the essentials of an effective business communication.
24. Assess the statement “PR and corporate communication are closely related “.
25. Make a memorandum for an IT company to issue to their employees regarding poor performance.

(2×15=30)

