



QP CODE: 23144672



Reg No :

Name :

M A DEGREE (CSS) EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Social Sciences

M.A.J.M.C

CORE - JM010301 - PUBLIC RELATIONS AND CORPORATE COMMUNICATION

2019 ADMISSION ONWARDS

887EA91A

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Define RACE
2. Discuss any five major functions of public relation professional in an organization.
3. Define PRCI
4. Define media release
5. Write a short note on Directorate of Field Publicity.
6. Write a short note on formal communication
7. List out the major parts of any two PR campaigns in associate with tourism sector
8. Define government relations
9. Describe the investors relations
10. Describe the resent PR trends using in an education sector

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Public relation is deliberate and planned function - Comment
12. Describe how does social media influence public relation.





13. Discuss any five public relation tools with features
14. Explain the role of public relation to conduct annual meetings.
15. Evaluate the steps of PR campaign in telecom industry
16. Produce your opinion on need for PR activities for a reality show
17. Discuss the how effectively a PRO use TV for customer relations
18. Explain the significance of shareholders relations with Public relation

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Analyse the constructing the strategic plan for public relation
20. Discuss Interview as a public relation tool. And explain the requirements for successful interview
21. Compare and contrast the relevance of PR internal and external PR department
22. Explain the various PR methods of used in tourism sector for branding

(2×5=10 weightage)

