

QP CODE: 25047311



Reg No : .....

Name : .....

**MA DEGREE (CSS) EXAMINATION, NOVEMBER 2025**

**Third Semester**

Master of Arts in Journalism and Mass Communication

**Core Course - JM010301 - PUBLIC RELATIONS AND CORPORATE  
COMMUNICATION**

2019 ADMISSION ONWARDS

5B1B70CF

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. Define Public Relation.
2. Define RACE.
3. Define PRCI.
4. Write a short note on Briefing.
5. List out the importance of external PR organization.
6. Define vertical communication.
7. Define PR counseling.
8. Define government relations.
9. List out the needs of PR in charitable institution.
10. Describe the impact of technology in hospital PR.

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. Critically evaluate the relevance of public relation today.
12. Discuss the qualifications required for an efficient PRO.
13. Explain the components of in- house journals.
14. Discuss how can corporate film helps in public relation works.





15. Evaluate the steps of PR campaign in telecom industry.
16. Describe how PR support the image building of private firm.
17. Explain how different business environment influences the business of a company.
18. Explain the basic principles of corporate communication.

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight 5 each.*

19. Explain what are the similarities between publicity and propaganda.
20. Evaluate the origin and evolution of public relation in India.
21. Elucidate the function and relevance of PR counseling.
22. Explain the various PR methods of used in tourism sector for branding.

(2×5=10 weightage)

