

06 16.11.24

TM243918N

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024
2023 ADMISSIONS REGULAR
SEMESTER III - CORE COURSE Journalism and Mass Communication
CE3C11TM - Public Relations and Corporate Communication

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Write a short note on internal and external publics in PR.
2. Differentiate between Attitude and Opinion.
3. Corporate Lobbying
4. Newsletters as an effective internal tool.
5. Name a successful public relations campaign organised in the state.
6. What all sectors can a public relations specialist work?
7. Explain the objectives, policies and responsibilities of a Public Sector unit.
8. Briefly explain public sector and state names of five public sector undertakings.
9. Corporate image
10. Shareholder relations

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. State the different responsibilities of a PR professional in the modern context.
12. Briefly explain the functions of various PR tools.
13. Explain the credibility factor of speeches and interviews of top management.
14. Relevance of PR in the NGO sector.
15. What is the major difference between Public Relations campaign and Public Relations counselling?
16. Enumerate the reason on why charitable institutions need PR. Establish it with examples.
17. Internal communication should be effective before we embark on external Public Relations – Discuss.
18. Benefits of community relations programs.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Are the principles and techniques of PR universal in their application? Elaborate.
20. Prepare a press release announcing the launch of a CSR activity by your business organisation for the benefit of the local community.
21. Assess the role of PR in crisis management citing appropriate examples.
22. As a public relations professional, you are assigned the duty to conduct a 'Corona Vaccination drive' for the rural population. Explain in detail on how you will organise the same.