TM253901W

Reg. No :.....

Name :.....

MASTER'S DEGREE EXAMINATION (C.S.S), OCTOBER 2025

2024 ADMISSIONS REGULAR

SEMESTER III - CORE COURSE (JOURNALISM & 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. Formation of public opinion.
2. Father of Modern Public Relations
3. DPR
4. Brochures as a tool of PR
5. Downward communication.
6. Explain the need for PR consultancy in business.
7. Analyse the role of PR department in various industries of the private sector.
8. State the reason why government needs a PR department.
9. Corporate image
10. State the new media tools of corporate communication.

Part B

II. Answer any Six questions. Each question carries 2 weight (6x2=12)

11. What attributes and qualifications are necessary for a person to be a successful PRO?
12. Newsletter as a tool of Public Relations
13. What are the advantages of annual meetings of companies?
14. Name four major awareness campaigns in India.
15. Relevance of PR in the NGO sector.
16. Analyse critically how public relations can be used to maximize the gains of the company or organization.
17. Public relations are not only limited to promoting tourism but also caring for social responsibility – Justify.
18. Corporate culture includes effective PR mechanisms. Analyse

Part C

III. Answer any Two questions. Each question carries 5 weight (2x5=10)

19. Prepare a Press Release announcing the launch of a PR campaign by your organization for redefining marriage as an institution.
20. Trace the growth and development of PR in India, while identifying the recent PR techniques.
21. What are the different steps involved in a PR campaign? How can you evaluate the effectiveness of campaigns?
22. As a public relations professional you are assigned by your hospital to conduct a campaign on the importance of " Mental Health" in today's world . Explain in detail