

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION
CORPORATE COMMUNICATION & PUBLIC RELATIONS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which one of the following have the right to share in the profits of the business but are not personally liable for the company's debts?
(i) Managers (ii) Investors
(iii) Shareholders (iv) Employers
- 2 Which process involves determining what work is needed to accomplish the goal, assigning those tasks to individuals, and arranging those individuals in a decision-making framework (organizational structure)?
(i) Directing (ii) Organizing
(iii) Communicating (iv) Analysing
- 3 Which one of the following help establish policies for dealing with emergencies, such as who gets to communicate with the media, and how management shares information with employees.
(i) Relationship management (ii) Crisis management
(iii) Resource Management (iv) Image Management
- 4 _____ serves to communicate important news connected with an organisation or company and involves the participation of journalists and representatives of the company/organisation.
(i) Media Campaign (ii) Advertising
(iii) Press Conference (iv) Announcement
- 5 According to the United States Patent and Trademark Office, a trademark is?
(i) a passage (ii) a word
(iii) a model (iv) an alphabet

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a) Define corporate with examples.
(OR)
b) A brief note on corporate structure with example.
- 7 a) Explain span of control with example.
(OR)
b) How Vertical Communication works?
- 8 a) Discuss the role of shareholders with example.
(OR)
b) Explain the nature of board of directors with example.
- 9 a) Discuss various organizational tasks with example.
(OR)
b) Describe the use of house journal.

Cont...

- 10 a) Explain campaign planning.
(OR)
b) Give a short note on public relation process with example.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a) Discuss contingency management theory with recent contributions.
(OR)
b) Explain in detail Total Quality Management (TQM) with suitable example.
- 12 a) Differentiate Internal Vs. External environment change organizational factors.
(OR)
b) Justify, the Leadership Style Based on the Use of Authority with examples.
- 13 a) Discuss in detail the functions of public relations with suitable example.
(OR)
b) Analyse Corporate Social Responsibility (CSR) with Examples.
- 14 a) Analyse various types of event management with suitable example.
(OR)
b) Evaluate Online and Offline Marketing Campaign Planning with suitable example.
- 15 a) Discuss in detail various types of Departmentalization process with example.
(OR)
b) Trace and understand Legal and ethical issues in Interactive and Social Media Marketing with example.

Z-Z-Z

END