

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**MA DEGREE EXAMINATION MAY 2024  
(Second Semester)**

Branch - **JOURNALISM & MASS COMMUNICATION**

**CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is one of the primary purposes of corporate communication? a) To maximize shareholder profits b) To enhance brand reputation and image c) To minimize employee turnover d) To comply with government regulations	K1	CO1
	2	Which model of corporate relations emphasizes adaptability, innovation, and collaboration? a) Classical model                      b) Modern model c) Post-modern model                  d) Traditional model	K2	CO1
2	3	What is a common communication problem that organizations face? a) Underutilization of resources b) Lack of hierarchy c) Omission of critical information d) Overemphasis on transparency	K1	CO2
	4	Which factor is likely to influence communication systems within an organization? a) Technological advancements      b) Individual preferences c) Political affiliations                  d) Geographical location	K2	CO2
3	5	Which type of communication is primarily focused on disseminating information within an organization's hierarchy? a) External communication          b) Informal communication c) Horizontal communication        d) Internal communication	K1	CO3
	6	What is one of the functions of public relations (PR) in corporate communication? a) Sales forecasting                      b) Crisis management c) Production scheduling                d) Inventory management	K2	CO3
4	7	What is a common PR tool used for disseminating information to the media and the public? a) House journal                          b) Event management c) Departmentalization                d) Research and development	K1	CO4
	8	Which communication strategy involves organizing events to engage with the media and key stakeholders? a) Press release                            b) Campaign planning c) Press conference                      d) Publicity	K2	CO4
5	9	What unique approach did Horlicks use to reach out to a media-dark rural market? a) Traditional print advertising b) Social media campaigns c) Radio and television commercials d) Samvaad, a direct communication initiative	K1	CO5

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5	10	What was one of the key strategies adopted by Coal India in its journey towards sustainability? a) Increased coal production b) Expanding into new markets c) Implementing eco-friendly mining practices d) Ignoring environmental concerns	K2	CO5
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**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyze the nature and characteristics of corporate communication.	K4	CO1
	(OR)			
	11.b.	Classify the different models of corporate relations in terms of their applicability and effectiveness in diverse organizational contexts.		
2	12.a.	Discover the challenges associated with vertical and horizontal communication and the strategies for overcoming these barriers within organizations.	K4	CO2
	(OR)			
	12.b.	Examine common communication problems encountered and its impact on organizational performance and stakeholder relationships.		
3	13.a.	Analyze PR case studies that illustrate successful integration of CSR into organizational communication efforts.	K5	CO3
	(OR)			
	13.b.	Determine the functions of Public Relations in corporate communication.		
4	14.a.	Critically evaluate the legal and ethical issues associated with social media campaigns.	K5	CO4
	(OR)			
	14.b.	Assess the role of social media in crisis communication for organizations.		
5	15.a.	Develop a comprehensive corporate communication strategy for Zomato's redefined digital marketing approach.	K6	CO5
	(OR)			
	15.b.	Propose strategies for responsibly sourcing palm oil, addressing labor rights issues, and minimizing environmental impacts across PepsiCo's supply chain.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Critically evaluate the impact of corporate communication on organizational culture and employee engagement.	K5	CO1
2	17	Create a communication framework for managing a corporate crisis situation.	K6	CO2
3	18	Analyze the responsibilities of PR professionals in corporate communication.	K4	CO3
4	19	Assess the impact of new media technologies on traditional PR practices and media relations.	K5	CO4
5	20	Examine the effectiveness of regional distribution strategies in enhancing market penetration and customer engagement, using a case study.	K4	CO5