

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch - JOURNALISM AND 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 factor has played a significant role in the evolution and growth of corporate communication? a) Globalization b) Technological advancements c) Economic recession d) Political stability	K1	CO1
	2	Which model of corporate relations emphasizes a hierarchical structure with centralized control? a) Modern model b) Classical model c) Contemporary model d) Post-modern model	K2	CO1
2	3	What is a common function of organizational communication? a) Creating conflict b) Generating power struggles c) Facilitating decision-making d) Promoting secrecy	K1	CO2
	4	Which factor significantly influences communication decision making within an organization? a) Technological advancements b) Organizational culture c) Economic trends d) Political climate	K2	CO2
3	5	What is one of the primary functions of public relations (PR) in corporate communication? a) Product development b) Crisis management c) Supply chain management d) Financial forecasting	K1	CO3
	6	Corporate Social Responsibility activities are often integrated into PR strategies to a) Maximize shareholder profits b) Minimize consumer satisfaction c) Enhance brand reputation d) Ignore environmental concerns	K2	CO3
4	7	Which of the following is a traditional PR tool for communicating with the media? a) Social media advertising b) Organizing press conferences c) Email newsletters d) Direct mail campaigns	K1	CO4
	8	What is a key aspect of coordinating communication efforts in campaign planning? a) Maintaining secrecy b) Encouraging dissent c) Promoting transparency d) Avoiding feedback	K2	CO4
5	9	What strategy did Nestlé India adopt in its distribution approach? a) Centralized distribution model b) Regionalized distribution model c) International distribution model d) Direct-to-consumer distribution model	K1	CO5
	10	In the case of Conflict Palm Oil and PepsiCo's Ethical Dilemma, what ethical issue did PepsiCo face? a) Labor disputes b) Environmental degradation c) Child labor in palm oil production d) False advertising claims	K2	CO5

Cont...

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 evolution and growth of corporate communication in the context of globalization.	K4	CO1
		(OR)		
	11.b.	Compare and contrast modern, classical, and contemporary models of corporate relations.		
2	12.a.	Analyze the communication strategies of effective leadership and its impact on employee engagement and organizational culture.	K4	CO2
		(OR)		
	12.b.	Discover the potential challenges and opportunities associated with managing diverse communication contexts within organizations.		
3	13.a.	Critically assess the role of PR in shaping public opinion and influencing societal perceptions of corporate entities.	K5	CO3
		(OR)		
	13.b.	Explain the role of Corporate Social Responsibility (CSR) activities in PR strategies.		
4	14.a.	Evaluate the effectiveness of traditional media tools in the age of digital media and social networking.	K5	CO4
		(OR)		
	14.b.	Explain the necessity of internal communication tools within political parties in India.		
5	15.a.	Design a sustainability initiative for PepsiCo in response to the Conflict Palm Oil dilemma.	K6	CO5
		(OR)		
	15.b.	Create a presentation for recent crisis communication messages that you've encountered.		

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	Examine the role of corporate communication in shaping public perception and maintaining corporate reputation.	K5	CO1
2	17	Develop a corporate branding strategy that integrates effective communication practices across all organizational levels.	K6	CO2
3	18	Distinguish Corporate Communication from Public Relations.	K4	CO3
4	19	Evaluate the future of corporate/public relations in the context of organizational communication and environmental changes.	K5	CO4
5	20	Analyze a recent PR case study involving a corporate crisis, such as a product recall or a public relations scandal.	K4	CO5

Z-Z-Z

END