

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MA DEGREE EXAMINATION MAY 2025
(Second Semester)

Branch – **JOURNALISM AND MASS COMMUNICATION**
CORPORATE COMMUNICATION & 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	Which of the following is NOT a key function of corporate communication? a) Building and maintaining relationships with stakeholders. b) Managing the company's reputation. c) Increasing sales and profits directly. d) Communicating the company's values and mission.	K1	CO1
	2	The "classical" model of organizational communication emphasizes a) Two-way communication and stakeholder dialogue. b) Clear hierarchical structures and top-down communication. c) Decentralized decision-making and employee empowerment. d) The use of digital channels for communication.	K2	CO4
2	3	Which of the following is an organizational factor that can influence communication within an organization? a) Communication skills b) Personal values c) Organizational structure d) Cultural background	K1	CO1
	4	Corporate branding focuses on a) Creating a positive image for individual products. b) Building a strong and consistent brand identity for the entire organization. c) Engaging in public relations activities to promote specific products. d) Improving employee morale through internal communication.	K2	CO4
3	5	Public opinion is formed by a complex interplay of a) Only media influence. b) Personal experiences, media, and social interactions. c) Government propaganda alone. d) Exclusively expert opinions.	K1	CO1
	6	When evaluating the success of a PR campaign, it's important to consider? a) Only media coverage. b) Changes in public opinion, stakeholder behavior, and business outcomes. c) The amount of money spent. d) The number of press releases issued.	K2	CO4
4	7	Which of the following is a traditional PR tool? a) Social media platforms b) Press releases c) Blogs and podcasts d) Online forums	K1	CO1
	8	"Downward communication" in an organization typically flows from a) Employees to managers b) Managers to employees c) Peers to peers d) External stakeholders to the organization	K2	CO4
5	9	The "media-dark" rural market refers to a) Rural areas with no access to electricity. b) Rural areas with limited exposure to mass media. c) Rural areas with low population density. d) Rural areas with high levels of poverty.	K1	CO1

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5	10	Coal India's sustainability efforts primarily focus on a) Diversifying into renewable energy sources. b) Reducing environmental impact and improving social responsibility. c) Increasing coal production to meet energy demands. d) Lobbying against stricter environmental regulations.	K2	CO4
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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.	Compare and contrast the "classical" and "modern" models of corporate relations.	K3	CO5
		(OR)		
	11.b.	Explain the importance of ethical considerations in contemporary corporate communication practice.		
2	12.a.	Analyze the interconnectedness of leadership, communication, and decision-making within an organization. Provide real-world examples to support your arguments.	K5	CO2
		(OR)		
	12.b.	Explain the importance of understanding common organizational functions for effective management.		
3	13.a.	Explain the key stages of crisis management and how PR strategies can be effectively implemented at each stage.	K5	CO2
		(OR)		
	13.b.	Explain the diverse functions of public relations in modern organizations.		
4	14.a.	How can organizations develop and implement effective strategies and tactics to engage their target audience on social media platforms?	K3	CO5
		(OR)		
	14.b.	Identify the essential elements of a compelling press release that will attract media attention.		
5	15.a.	Discuss the ethical dilemma faced by PepsiCo concerning the sourcing of palm oil.	K6	CO3
		(OR)		
	15.b.	Discuss the rationale behind Nestle India's adoption of a regional approach to its distribution strategy.		

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	Discuss the evolution of corporate communication from its early origins to its current state.	K6	CO3
2	17	Identify the common problems that can arise in organizational communication, including omission, distortion, and overload. For each problem, explain its potential causes and consequences.	K3	CO5
3	18	Identify the various dimensions of CSR and how organizations can integrate CSR initiatives into their overall business strategy.	K3	CO5
4	19	Explain the strengths and weaknesses of traditional PR tools (e.g., press releases, media kits, press conferences) compared to newer digital tools (e.g., social media, blogs, podcasts).	K5	CO2
5	20	Critically evaluate the challenges and opportunities faced by Coal India in its pursuit of sustainability.	K5	CO2