

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

$$(10 \times 1 = 10)$$

Question No.	Question	K Level	CO
1	Find corporate relations executive must have a working knowledge of _____ events to develop an effective strategy. i) current media ii) current PR iii) current Business iv) current marketing	K1	CO1
2	Show _____ is the strategic management of issues and relationships between an organization and its various constituent audiences. i) corporate Communication ii) corporate Image iii) corporate Identity iv) corporate Reputation	K2	CO1
3	How a good PR campaign starts with a great _____. i) press kit ii) press release iii) PR professional iv) PR strategy	K1	CO2
4	Outline the communication technique used to deal with internal and external public of an organization is known as _____. i) public relations ii) formal communication iii) grapevine communication iv) group communication	K2	CO2
5	What are the characteristics of good crisis management team? i) concern and clarity ii) clarity and communication iii) conflict management and stress management iv) confidence and right decision	K1	CO3
6	Show the appropriate media delivery strategy is referred to as _____. i) objective analysis ii) media analysis iii) situational analysis iv) audience analysis	K2	CO3
7	The Events staff who work for no pay are called _____. i) casual staff ii) volunteer staff iii) past time staff iv) event staff	K1	CO4
8	Demonstrate the most appropriate goal of the firm? i) Shareholder wealth maximization ii) Profit maximization iii) Stake holder maximization iv) EPS maximization	K2	CO4
9	What a company starts for and represents? i) Corporate Mission ii) Corporate Culture iii) Corporate Identity iv) Corporate Relations	K1	CO5
10	Outline the process of planning to research and develop a new product as part of the company's long-term strategy known as _____. i) f-need ii) comparative need iii) felt need iv) normative need	K2	CO5

Cont...

ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Assess the origin and growth of PRSA.	K5	CO1
	(OR)		
11.b.	Analyze in brief the nature and characteristics of Corporate Communication.	K4	CO2
12.a.	Distinguish Vertical and Horizontal Communication.	K4	
	(OR)		CO3
12.b.	Examine the ways to avoid distortion in Corporate Communication.	K5	
13.a.	Inference in brief the main elements of Corporate Communication.	K4	CO4
	(OR)		
13.b.	Compare how is Corporate Communication linked in the Media Relations?	K5	CO5
14.a.	Discover the important PR tools regard in the online era.	K4	
	(OR)		CO5
14.b.	Justify the need for an In-house communication tools for the political parties in India.	K5	
15.a.	Develop the presentations of any crisis communication messages, which you came across recently.	K6	CO5
	(OR)		
15.b.	Choose the works of PRSI in India.		

SECTION -C (30 Marks)

Answer **ANY THREE** questions

ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Estimate the need for a Corporate Communication team in bigger institutions with case studies.	K5	CO1
17	Design how is Corporate Communication different from Public Relations?	K6	CO2
18	Classify the seven principles of Public Relations.	K4	CO3
19	Evaluate various functions of Public Relations.	K5	CO4
20	Contrast how Corporate Communication and Public Relations depend on each other to position the organization in the eyes of the Stakeholder.	K4	CO5

Z-Z-Z

END