

Exam Date &amp; Time: 29-Sep-2020 (02:00 PM - 05:45 PM)



## PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

MA DEGREE EXAMINATION MAY 2020  
(Fourth Semester)

Branch - JOURNALISM & MASS COMMUNICATION  
CORPORATE COMMUNICATION [18MCP20]

Marks: 75

Duration: 210 mins.

### SECTION A

Answer all the questions.

- 1) Find the model of communications professionals use persuasion to shape the thoughts and opinions of key audiences.
  - (i) Public Information Model
  - (ii) Press Agent / Publicity Model
  - (iii) Two-way symmetrical model
  - (iv) Two-way asymmetrical model

(1)
  
- 2) Which technique involves collaboration and manufactured across supply chain?
  - (i) Bespoke
  - (ii) Combination of options
  - (iii) Personalization
  - (iv) Postponement

(1)
  
- 3) Indicate separate entity (legal entity) from its owners who are called Stockholders.
  - (i) Public
  - (ii) Corporation
  - (iii) Person
  - (iv) Organization

(1)
  
- 4) Identify the study of Excellence in Public Relations and Communication Management (Excellence Study) found three primary variables for predicting excellence.
  - (i) International Authority of Business Communication
  - (ii) International Association of Brand Commodity
  - (iii) International Association of Business Communicators
  - (iv) International Association of Business Campaigns

(1)
  
- 5) Find the communication that flows in all directions and that arises out of social and personal needs is called \_\_\_\_\_.
  - (i) Formal communication
  - (ii) Informal communication
  - (iii) Internal communication
  - (iv) External communication

(1)
  
- 6)
 

(1)



Which are associated with advertising and PR?

- (i) Customer databases
- (ii) Customer Attitude
- (iii) Customer Knowledge
- (iv) Customer Relationship

- 7) What is the role of a public professional in the field of mass media?
- (i) A public relations officer is expected to be a resource person, to collect and distribute comprehensive information
  - (ii) The public relations officer are expected to counter any adverse publicity and even neutralize the damaging impact of any competitive campaign. (1)
  - (iii) A Public relations officer is expected to evaluate and measure the impact of competitive campaign on the message
  - (iv) All of these
- 8) When localizing news releases, public relations professional should consider
- (i) Psychological as well as geographical closeness
  - (ii) Only geographical closeness
  - (iii) Only psychological closeness (1)
  - (iv) Financial and geographical closeness
- 9) Which is the part of environment that is directly relevant to the organization in achieving its goals?
- (i) General Environment
  - (ii) Specific Environment (1)
  - (iii) Actual Environment
  - (iv) Perceived Environment
- 10) Ethical issues in public relation would not include which of the following?
- (i) Lying by Omission or giving a misleading impression
  - (ii) Protecting the privacy rights of clients
  - (iii) Hiring an assassin to silence opponents (1)
  - (iv) Any of the above

### SECTION B

Answer all the questions.

- 11) Explain shortly about Modern, classical and contemporary models of corporate relations. (7)
- a)
- [OR] Illustrate the type of organizations in corporate relations. (7)
- b)
- 12) Analyzing the leadership communication and decision making. (7)
- a)
- [OR] Explain the leadership conflict and how to balance it in your work place. State your answer with an example. (7)
- b)
- 13) Define the public relation and corporate communication. (7)



- a)  
[OR] Discuss the difference between formal PR and informal PR. Write with example. (7)  
b)
- 14) Explain the event management and how to plan for an event? (7)  
a)
- [OR] State your opinion about Crisis Communication. (7)  
b)
- 15) Describe the techniques to be used for co-ordination and departmentalization in public relation. (7)  
a)
- [OR] Sketch the steps to planning a PR Campaigns. (7)  
b)

### SECTION C

Answer 3 out of 5 questions.

- 16) Write about the nature and characterization of corporate relation and design the structure to be used for process of organization. (10)
- 17) Evaluate the leadership quality in an organizational process. (10)
- 18) Briefly explain the social responsible activities in corporate communication and formulate the relations between employee, shareholders, consumer and supplier. (10)
- 19) Write about media and the tools of public relation. (10)
- 20) Describe the key factors of planning and implementing a public service campaigns. (10)

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