

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

**MA DEGREE EXAMINATION MAY 2018  
(Fourth Semester)**

**Branch – JOURNALISM & MASS COMMUNICATION**

**CORPORATE COMMUNICATION**

Time: Three Hours

Maximum: 75 Marks

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

1 a 'The role of PR comes from reading the minds of people...' Define the statement.

OR

b How does open communication works as an important key factor in internal communication?

2 a Explain the advantages of PR counsel, in managing crisis in your company.

OR

b How does media campaign require proper planning and implementation?

3 a Assume yourself as the P.R.O of a manufacturing organisation. Suggest your innovative ideas for the establishment of effective P.R system.

OR

b Elaborate the qualities of a good Public Relations Officer.

4 a Explain different types of business reports.

OR

b Exhibitions are helpful for Public relation – Do you agree? Why?

5 a How do Public Relations differ from Campaigns? Explain with an example.

OR

b Enumerate the various forms of oral communication used in PR.

Z-Z-Z

END