

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, July 2019
Career Related First Degree Programme Under CBCSS

Malayalam and Mass Communication.

Vocational Course VI

MX 1472 CORPORATE COMMUNICATION AND MEDIA MANAGEMENT

(2014 Admn onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **all** the ten questions, each one in one or two sentences.

1. IPRA
2. Logo
3. News Letter
4. Internal Public
5. Corporate Social Responsibility
6. Lobbying
7. In House PR

8. Edward Bernays
9. Vertical Integration
10. Online Communication

(10 × 1 = 10 Marks)

PART – B

Answer **any eight** of the following each one not exceeding 60 words.

11. Private Sector PR activities
12. Write a note on the external publics in PR.
13. Write a note on the need of ethics in PR.
14. Write a note on the impact of PR in attitude change of the public.
15. Explain the term propaganda.
16. Write a note on any one of the PR campaigns of the central government.
17. Objectives of Corporate Communications.
18. Corporate image
19. Sales Promotion and PR
20. Role of Press Release in PR
21. Crisis PR
22. What is cross-media ownership?

(8 × 2 = 16 Marks)

PART – C

Answer **any six** of the following each one not exceeding 120 words.

23. Explain the importance of Corporate Communications.
24. What are the roles and responsibilities of a PRO?
25. List the different types of PR campaigns with suitable examples.
26. Differentiate between the practices of PR and Journalism.
27. How online communication helps a corporate company to achieve their PR goals?
28. Differentiate between PR in Public sector and private sector.
29. Write notes on major professional organisations in the field of Public Relations.
30. Explain the types of Newspaper ownerships in India.
31. Discuss the significance of crisis management in PR.

(6 × 4 = 24 Marks)

PART – D

Write essays on **any two** of the following each one not exceeding 500 words.

32. Discuss in detail about the evolution of Corporate Communications as a professional discipline.
33. Elaborate the different types of skills needed for an effective PR professional.
34. Describe in detail the various types of ownership patterns of Indian Media.
35. Discuss in detail the role played by Corporate Communication in building the image of a Business house.

(2 × 15 = 30 Marks)