

**FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022**  
**(Regular/Improvement/Supplementary)**  
**MASS COMMUNICATION**  
**GBCJ5B09T: PUBLIC RELATIONS & CORPORATE COMMUNICATION**

**Time: 2 ½ Hours**

**Maximum Marks: 80**

**SECTION A: Answer the following questions. Each carries *two* marks.**

**(Ceiling 25 Marks)**

1. Press Release
2. Corporate Image
3. Spin Doctoring
4. Philanthropic Responsibility
5. IPRD
6. Edward L Burneys
7. PR Society of India
8. Publicity
9. PRSI
10. External Audience
11. Brochures
12. Business Communication
13. Corporate Image
14. Corporate Communication
15. Media Relations

**SECTION B: Answer the following questions. Each carries *five* marks**

**(Ceiling 35 Marks)**

16. Explain how propaganda is used in public relations.
17. Describe the functions of public relations.
18. Elucidate the importance of lobbying and pressure groups in public relations.
19. Briefly explain online public relations.
20. Describe the scope of corporate communication.
21. Explain the key concepts of corporate identity.
22. What is social media management?
23. Briefly explain the history of public relations in India.

**SECTION C: Answer any *two* questions. Each carries *ten* marks**

24. What is public relations campaign? Detail the steps involved in PR campaign.
25. Explain various tools used for public relations management.
26. Trace the evolution of corporate communication.
27. Detail the public relations activities by State Government.

**(2 × 10 = 20 Marks)**