

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2023**(Regular/Improvement/Supplementary)****JOURNALISM & 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)****Write short notes on:**

1. David Ogilvy.
2. Campaign.
3. Spin.
4. Agenda.
5. Management tools.
6. Newspaper.
7. Press dairy.
8. IPRD.
9. Corporate communication.
10. External audience.
11. Government relation.
12. Corporate branding.
13. House journals.
14. Corporate image.
15. Social media management.

SECTION B: Answer the following questions. Each carries *five* marks.**(Ceiling 35 Marks)**

16. What do you mean by CSR?
17. Explain the term enlightened self-interest and what are the contributions of Paul Garret to PR?
18. What are the corporate communication tools?
19. How Television is used as PR tool?
20. What are the stages involved in preparing memos?
21. Define investor relations.
22. What is the purpose of writhing report for an organization?
23. Define business communication.

(PTO)

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

24. Trace the history of public relation in world scenario.
25. Discuss the lobbying process and its effectiveness in public relations.
26. Delineate the concept of corporate identity and examine how corporate identity planning is done in an organization.
27. Write about the importance of code of ethics for public relations.

(2 x 10 = 20 Marks)