

FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2024**(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. Trial balloon.
2. Corporate design.
3. Organized PR campaign.
4. Pressure groups.
5. PRO.
6. Corporate personality.
7. Printed literature.
8. Business Communication.
9. DAVP.
10. Internal audience.
11. Investor relation.
12. Corporate Identity.
13. Stakeholder.
14. Crisis management.
15. External tools.

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

16. What is two-way symmetric model in public relation?
17. What is the difference between advertising and public relation?
18. Define Lobbying.
19. How the internet is used as a PR tool?
20. What are the functions of corporate communication in an organization?
21. What is a house journal? Write about the planning and publishing process of a publication.
22. What is corporate image?
23. What are the major tips for writing web?

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

24. Write about the tools used for corporate communication.
25. Examine the PR activities done by the Kerala government during the pandemic situation.
26. Explain the origin and development of public relations in India.
27. Write a proposal for upcoming government campaign for basic hygiene.

(2 x 10 = 20 Marks)