

FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2025

(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. Pressure Groups.
2. Reactive PR.
3. Corporate Personality.
4. Memos.
5. Skype.
6. *Kerala Calling*.
7. Bandwagon.
8. Avian We.
9. Lobbying.
10. DAVP.
11. Media Relations.
12. Ethical Responsibility.
13. Instagram.
14. Internal Publics.
15. Ivy Lee.

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

(Ceiling 35 marks)

16. Detail the scope of corporate communication.
17. Describe business communication.
18. Explain the functions of public relations.
19. Detail the activities of IPRD.
20. Explain crisis management.
21. Delineate the evolution of corporate communication.
22. Differentiate advertising from public relations.
23. Elucidate the key concepts of corporate identity.

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

24. "Social media management is much more than posting." Explain.
25. Discuss the code of ethics for PRSI.
26. Detail the qualities required for a Public Relations Officer.
27. "Corporate Social Responsibility (CSR) advance itself to good news stories and is a source of Positive Public Relations (PR)." Discuss.

(2 × 10 = 20 Marks)