



K23P 1343

Reg. No. :

Name :

III Semester M.A. Degree (C.B.S.S. – Reg./Supple./Imp.)

Examination, October 2023

(2020 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION

MCJ 3C 09 : Public Relations and Corporate Communication

Time : 3 Hours

Max. Marks : 60

Answer question I and four others. All questions carry equal marks.

I. Write short notes on any four of the following.

- 1) House journal.
- 2) Public opinion.
- 3) Branding.
- 4) Customer relations.
- 5) PRSI.
- 6) Corporate vision.

II. Elaborate the significance of employee relations in an organisation.

III. Discuss the role of new media in PR campaign process.

IV. Corporate communication enjoys wider scope and appeal in the contemporary society. Comment your views.

V. Discuss the relevance of CSR in corporate communication.

VI. Enumerate the importance of crisis management in an organisation.

VII. Discuss the modern trends in PR in India. Examine the various tools and methods in PR.
