



K17P 1334

Reg. No. :

Name :

**Third Semester Mass Communication and Journalism Degree (Regular)
Examination, November 2017
(2016 Admn.)**

MCJ 3C09 : PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

Time : 3 Hours

Max. Marks : 60

Instructions : Answer question I and **four** others. **All** questions carry **12** marks.

- I. Write short notes on **any four** of the following.
 - 1) External publics
 - 2) Edward Bernays
 - 3) Propaganda
 - 4) House journal
 - 5) Corporate reputation
 - 6) PR code of ethics.
 - II. Examine the scope and relevance of Corporate branding with suitable examples.
 - III. Detail the origin of PR.
 - IV. Prepare a PR Government campaign for effective waste management and disposal in Kerala.
 - V. Define corporate communication. Discuss the tools of corporate communication.
 - VI. Prepare a press release in 200 words announcing the launch of a charitable foundation by your business organization for improving education and health of children in coastal areas.
 - VII. Explain the tools of public relation.
 - VIII. State the different responsibilities of a PR professional in the modern context.
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