



K18P 0926

Reg. No. :

Name :

**Third Semester Mass Communication and Journalism (MCJ) Degree
(Reg./Imp.) Examination, October 2018
(2016 Admn. Onwards)**

MCJ3C09 : PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

Time : 3 Hours

Max. Marks : 60

Instruction : Answer Question I and four others. All questions carry 12 marks.

- I. Write short notes on **any four** of the following :
 - 1) CSR
 - 2) Stakeholder
 - 3) Ivy Ledbetter Lee
 - 4) Employee relations
 - 5) Crisis management
 - 6) Corporate branding.
 - II. State the new media tools of corporate communication.
 - III. Compare advertising and Public Relation.
 - IV. Design a Public Relation campaign to promote environmental awareness and organic farming among students in your university and among the people staying in surrounding areas.
 - V. Explain the various career opportunities in PR.
 - VI. How significant is social auditing for the growth of an organization ? Explain giving examples.
 - VII. Define corporate communication. What are the important functions of corporate communication in an organization ?
 - VIII. State the professional organizations of Public Relation.
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