



M 19243

Reg. No. : .....

Name : .....



IV Semester M.C.J. (Regular/Supplementary) Degree Examination, June 2011  
(2009 Admn.)

**CJ 402 : PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS**

Time: 3 Hours

Max. Marks : 60

*Instructions : Answer Question No. I and four others.  
All questions carry equal marks.*

- I. Write short notes on **any four** of the following :
- 1) Spin doctors
  - 2) Niira Radia
  - 3) Media kit
  - 4) Internal public
  - 5) House journal
  - 6) Video brochure
  - 7) Branding. 12
- II. Explain the functions of a corporate communications manager. 12
- III. Trace the origin and growth of public relations as a profession. 12
- IV. Differentiate corporate communication from traditional public relations. 12
- V. What is corporate reputation ? Explain the strategies to boost corporate reputation. 12
- VI. Briefly explain the organizational set up of a PR department. 12
- VII. What is media relations ? What are the techniques employed for better media relations ? 12
- VIII. Draft a brief code of ethics for PR professionals in India. 12
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