



M 21637

Reg. No. :

Name :

IV Semester M.C.J. Degree (Reg./Supp.) Examination, June 2012
(2009 Admn. Onwards)
CJ 402 : PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Answer question number – I and **four** others.
2) **All** questions carry **equal** marks.

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

- 1) Crisis communication
- 2) Lobbying
- 3) Handout
- 4) Corporate citizenship
- 5) DAVP
- 6) Facility visit
- 7) Grapevine

II. Explain the functions of various PR tools.

III. How does PR differ from propaganda and advertising ?

IV. Define corporate communication and explain its role in modern business world.

V. What are the various publics of an organization ? How does PR department keep relations with each of them ?

VI. What is PR campaign ? Explain the methods of organizing an effective PR campaign.

VII. Discuss the ways in which information technology can be used for public relations.

VIII. Critically analyse the ethical perspective of modern public relations.
