

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, May 2021

Career Related First Degree Programme under CBCSS

Malayalam And Mass Communication

Vocational Course VI

MX 1472 CORPORATE COMMUNICATION AND MEDIA MANAGEMENT

(2019 Admission Regular)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the ten questions, each one in one or two sentences:

1. Corporate public relations
2. Corporate philanthropy
3. Community relations
4. Target audience
5. Press kit
6. Reactive PR
7. PRSI

8. Press release
9. Conglomerate ownership
10. Broadcast media

(10 × 1 = 10 Marks)

II. Answer any **eight** of the following, each one not exceeding **60** words :

11. What do you mean by crisis management in PR?
12. Distinguish between journalism and PR.
13. What are the functions of public relations?
14. What are the different publics in PR?
15. What is public opinion?
16. What are the objectives of corporate advertising?
17. What is marketing PR?
18. What is a PR agency?
19. What is the role of community relations in PR?
20. Explain the significance of internal communications in PR.
21. What is media management?
22. What is vertical integration?
23. Times of India group.

24. Online PR
25. Write a note on public sector PR
26. Write about PR promotion strategy

(8 × 2 = 16 Marks)

III. Answer any **six** of the following, each one not exceeding **120** words :

27. Explain the different publications used in public relations.
28. Explain the functions of management
29. Examine the impact of online media in PR
30. Write a note on newsroom management
31. Explain the significance of out-of-the-home media
32. Detail the role of corporate communications
33. Explain the PRSI code of ethics
34. Employee relations can be a strong factor in organisational management. Explain
35. What are the tools of PR?
36. Describe in detail the different types of public relations.
37. Write in detail about the print media sector in India
38. Discuss in detail about corporate image management.

(6 × 4 = 24 Marks)

IV. Answer any **two** of the following, each one not exceeding **500** words :

39. Trace the origin and evolution of management principles
40. Detail the components of public relations.
41. Discuss in detail the significance of corporate social responsibility.
42. Discuss the importance of Public relations goodwill management.
43. Explain the nature of PR activities in private and public sector units.
44. Examine the impact of technology in PR in India?

(2 × 15 = 30 Marks)