

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

(2015 – 2018 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one** or **two** words or in **one** or **two** sentence.

1. Image Management
2. Public Opinion
3. Branding
4. Goodwill
5. Lobbying
6. Press Agency
7. House journal
8. Media Monitoring
9. Resource Management
10. Circulation

(10 × 1 = 10 Marks)

P.T.O.

II. Answer any **eight** questions each in **60** words:

11. Persuasive Communication
12. Reputation Management
13. Corporate Social Responsibility
14. Gatekeeper
15. Public Affairs
16. Media Relations
17. Types of Publicity
18. Community Relations
19. Opinion Leader
20. Campaign Planning
21. Crisis Management
22. Social Media Release

(8 × 2 = 16 Marks)

III. Answer any **six** questions, each in about **120** words:

23. what do you understand by corporate communication? Has it brought a new dimension in the practice of Public Relations? Discuss.
24. List four characteristics of a good PR practitioner.
25. Define "publicity" and explain the two main types of publicity.
26. How Does Public Relations earn public understanding and acceptance?

27. Within the organizational context, define the term 'public opinion' and explain three determining factors that shape public opinion?
28. As a PR student, discuss the main points you would consider when attempting to write an effective news release.
29. Define the term 'Research' and identify the general reasons why PR practitioners use research.
30. What are the advantages of having an in-house PR manager and department over appointing a PR consultancy?
31. Advertisement is the back bone of the media industry — Explain.

(6 × 4 = 24 Marks)

IV. Write long essays any **two** of the following:

32. By citing one example, identify the steps required to establishing corporate identity.
33. Using the AIDA model discuss how both Public Relations and Advertising are key fundamentals of brand communications?
34. In what ways has technology fostered evolution of modern-day public relations practice?
35. Discuss "Media Convergence". Analyze the differences, advantages & disadvantages of printed newspaper and online newspaper.

(2 × 15 = 30 Marks)