

(Pages : 3)

T – 2684

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, July 2024
Career Related First Degree Programme under CBCSS

Malayalam and Mass Communication

Vocational Course VI

MX 1472 : CORPORATE COMMUNICATION AND MEDIA MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. Annual report
2. PRSI
3. Corporate image
4. House Journal
5. Publicity
6. SWOT
7. Internal Public
8. PRO
9. Cross media ownership
10. Press release.

(10 × 1 = 10 Marks)

P.T.O.

II. Write short notes, not exceeding **60** words, on any **eight** of the following.

11. Define lobbying.
12. What do you mean by grapevine communication?
13. Who is a share holder?
14. PR Agencies.
15. Explain media planning process.
16. Elaborate and explain CSR.
17. What is community relation?
18. What is memo?
19. Mention any two objectives of business letters.
20. What do we mean by verbal communication?
21. Define sales promotion.
22. What is vertical integration?

(8 × 2 = 16 Marks)

III. Write short essays, each not exceeding **120** words, on any **six** of the following.

23. What do you understand by propaganda? How is it different from publicity?
24. Discuss about the publication divisions of central govt.?
25. What are the factors to be considered for organizing a successful Press Conference?
26. Describe the skills required to be an effective PR professional.
27. Explain with examples the various tools used in Public Relations.

28. What is crisis management? What is the role of a PRO during a crisis?
29. Explain the concept of corporate reputation and enumerate its various components.
30. Describe the different stages of a PR campaign.
31. Discuss in detail the Public Relations activities of Political Parties.

(6 × 4 = 24 Marks)

IV. Write long essays, each not exceeding **500** words, on any **two** of the following.

32. Is Public Relation needed for Public sector? To what extent do the public sector companies depend on Public Relation? Explain.
33. Examine the ownership patterns of Indian media industry.
34. Do you think new communication technology can be helpful for Public Relation exercise? Discuss with examples.
35. Discuss the nature and scope of Public relations in a modern society.

(2 × 15 = 30 Marks)
