

31065

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2019.

THIRD SEMESTER

Journalism and Communication

Paper – V : CORPORATE COMMUNICATIONS

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. PRSI.
2. PR Agencies in India.
3. Press Tour.
4. CSR.
5. House Journals.
6. Open House.
7. Professional code of Ethics.
8. Investor relation.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Define public relations and explain how is it different from corporate communication.

Or

10. Discuss the latest trends in the field of public relations in India.

11. Enumerate various public information management disseminating agencies under the Central Govt's Ministry of Information and Broad Casting.

Or

12. Do you think code of Ethics is a must for PR Practitioners? If so, how effectively can it be followed?

13. What is Crisis Management? Discuss with examples.

Or

14. Write a press release for the police department for the "Traffic Safety Week" including the programmes to be initiated during the week.

15. What are the various applications of corporate communication?

Or

16. Give a Blue print for a case study on Tourism in Kadapa District.

