



K21P 1048

Reg. No. : .....

Name : .....



III Semester M.A. Degree (CBSS – Reg./Suppl./Imp.) Examination,  
October 2021  
(2018 Admission Onwards)

**JOURNALISM AND MASS COMMUNICATION**

**MCJ 3C09 : Public Relations and Corporate Communication**

Time : 3 Hours

Max. Marks : 60

Answer question 1 and **four** others. All questions carry **12** marks each.

- I. Write short notes on **any four** of the following.
    - 1) Stakeholders
    - 2) Internal publics
    - 3) Define PR
    - 4) Ivy Ledbetter Lee
    - 5) Compare advertising and Public relation
    - 6) Event management.
  - II. Enumerate the various steps in a Public relations campaign. How can you evaluate the effectiveness of a campaign ?
  - III. Define corporate communication and discuss its important tools. .
  - IV. What is a crisis ? Discuss the Public relation strategies for crisis management, adopted by the Government of Kerala during the recent floods.
  - V. Explore the opportunities and challenges put forward by globalization and technology in the field of corporate communication. Discuss with specific examples.
  - VI. State the professional organizations of Public relations.
  - VII. Analyse the role and responsibilities of a PR professional.
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