



**K16P 0041**

Reg. No. : .....

Name : .....

**Third Semester M.C.J. Degree (Reg./Supple.)**  
**Examination, December 2015**  
**(2014 Admn.)**  
**MCJ 3C09 : PUBLIC RELATIONS AND CORPORATE**  
**COMMUNICATIONS**

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. **All** questions carry **equal** marks.

I. Write short notes on **any four**.

- 1) Lobbying.
- 2) Spin Doctoring.
- 3) PR Ads.
- 4) Ivy Lee.
- 5) Employee Relations.
- 6) Publicity.
- 7) Pro-active PR.

II. 'Public Relations plays a great role in Indian politics'. Do you agree with the statement ? Present your view points with examples.

III. Discuss the scope of public relations.

IV. What is public relations campaign ? Explain various stages of PR campaign.

V. Discuss the importance of house journals in external and internal relations.

VI. 'Public Relations is more than rapport building'. Explain.

VII. Discuss the role of public relations in developing various communities that are not developed.

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