



M 23593

Reg. No. :

Name :

IV Semester M.C.J. Degree (Reg./Sup.) Examination, June 2013
CJ 402 – PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

Time: 3 Hours

Max. Marks : 60

Instructions : 1) Answer question Number 1 and **four** others.
2) **All** questions carry **equal** marks.

- I. Write short notes on **any four** of the following :
 - 1) Corporate advertising
 - 2) DAVP
 - 3) Corporate Image
 - 4) Merchandising
 - 5) News letters
 - 6) Stakeholder relations
 - 7) INFOSYS.
 - II. Explain the origin and growth of PR as a profession.
 - III. Define Corporate Social Responsibility (CSR). Examine the CSR initiatives of any two Corporate Organizations in India.
 - IV. What is e-marketing ? Explain the problems and prospects of e-marketing.
 - V. Discuss the ways through which a PR department can help its organization during the time of a crisis.
 - VI. Examine the scope of corporate communication in Indian business sector.
 - VII. Define Corporate Citizenship. Explain its role in corporate identity and reputation management.
 - VIII. Critically analyse the ethical perspective of corporate lobbying.
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