



M 25792

Reg. No. :

Name :

IV Semester M.C.J. Degree (Reg./Supple.) Examination, June 2014
CJ 402 : PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

Time : 3 Hours

Max. Marks : 60

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

I. Write short notes on **any four** of the following :

- 1) PRSI
- 2) DAVP
- 3) PRO
- 4) Propaganda
- 5) Define corporate communication
- 6) CSR
- 7) Crisis Management.

II. From the numerous definitions of Public Relations, which one do you consider as suitable for the present day scenario ? Substantiate your stand.

III. Prepare a script for a five minutes documentary detailing the various outreach programmes undertaken by your college or University during the last academic year. Write a note on the objectives and target audience of your documentary.

IV. "Strong image and corporate identify can't be imposed on a group of people but can be nurtured". Comment with the help of specific case studies.

V. What are the different steps involved in a PR campaign ? How will you evaluate effectiveness of campaigns ?

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VI. What do you mean by the term "Publics" in PR ? Explain the various types of publics and their role in an organization.

VII. Define Corporate branding. What are its advantages ?

VIII. Discuss the corporate communication initiatives and strategies of any two of the following business houses in India.

- a) Reliance
- b) Tata
- c) Godrej
- d) India Today.