



M 27784

Reg. No. :

Name :

IV Semester M.C.J. Degree (Reg./Sup.) Examination, June 2015
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) 'Publics'.
 - 2) Define PR.
 - 3) Corporate branding.
 - 4) House Journal.
 - 5) PR ethics.
 - 6) 'Kerala Calling'.
 - 7) Spin doctor.
- II. Define Corporate Communication and briefly explain the various factors of Corporate Communication.
- III. Enumerate the various tools of PR with special reference to the scope, limitations and economics of each.
- IV. Prepare a Press Release announcing the launch of a Philanthropic Foundation by your organization for the AIDS Patients.
- V. Detail with the help of two specific case studies how companies have used Corporate Communication effectively for crisis management.

P.T.O.



VI. Detail the history and evolution of Public Relations in India.

VII. Discuss the meaning of the terms "Propaganda", "Publicity", "Public opinion" on "Public Relations". Are they related to one another ?

VIII. Discuss the Corporate Communication activities of any two of the following business houses in India.

- a) ITC
 - b) TCS
 - c) Times
 - d) Sahara.
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