



K22P 1343

Reg. No. : .....

Name : .....



III Semester M.A. Degree (CBSS – Reg./Sup./Imp.) Examination, October 2022  
(2019 Admission Onwards)

**JOURNALISM AND MASS COMMUNICATION**

**MCJ 3C 09 : Public Relations and Corporate Communication**

Time : 3 Hours

Max. Marks : 60

*Instruction : Answer Question I and Four others. All questions carry equal marks.*

- I. Write short notes on **any four** of the following.
    - 1) Corporate advertising
    - 2) Propaganda
    - 3) Publicity
    - 4) PR campaign
    - 5) Spin doctors
    - 6) Corporate blog.
  - II. Discuss the strategies and scope of corporate communication.
  - III. Discuss the need and scope of media relations in an organisation.
  - IV. Examine the significance of crisis communication quoting contemporary examples.
  - V. Enumerate the need and relevance of community relations.
  - VI. Discuss the role of social media in PR campaign process.
  - VII. Management has an important and inevitable role to play in employee communication. Discuss.
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