

Exam. Code : 217803

Subject Code : 4688

MA. Journalism & Mass Communication

3rd Semester

**PAPER—III : PUBLIC RELATIONS & CORPORATE
COMMUNICATION**

Time Allowed—3 Hours]

[Maximum Marks—75

PART—A

Note :— All questions are compulsory and carry 3 marks each.

1. PRSI
2. Internal Publics
3. Issue Support
4. Corporate Philosophy
5. Brand Equity. 3×5=15

PART—B

Note :— Attempt any **eight** questions. Each question carries 5 marks.

1. What are the techniques of PRC ?
2. How would you plan an Ad campaign ?

3. What is the concept of Hi Speed Management ?
4. Discuss the contents of a House Journal.
5. What is SWOT analysis ?
6. What are various aspects of Corporate Sponsorship ?
7. Discuss various direct marketing channels on TV.
8. What do you know about lobbying ?
9. What is Corporate Culture ?
10. What are different kinds of ad appeals ?
11. List various types of CC.
12. What is the role of PR in government sector ?

8×5=40

PART—C

Note :— Attempt any **two** questions. Each question carries **10** marks.

1. How would you recruit, select and train new personnel ?
2. How does PR interface with various other disciplines ?
3. Today politicians hire agencies to manage their image, especially during polls. Comment.
4. Discuss the functioning of various media units of State and Union government.

10×2=20