

**M.A. Journalism & Mass Communication 3<sup>rd</sup> Semester**  
**PUBLIC RELATIONS & CORPORATE**  
**COMMUNICATION**

**Paper—III**

Time Allowed—Three Hours] [Maximum Marks—75

**Note** :—Attempt any **FIVE** questions, at least **ONE** from each Section. **Fifth** question can be from any section. All questions carry equal marks.

(15×5=75)

**SECTION—A**

1. Are ethics being followed in PR ? What is PRSI code of ethics ?
2. How does PR function in State and Central Government ?

**SECTION—B**

3. Write notes on :
  - (a) Media Scheduling
  - (b) SWOT analysis of media
  - (c) Ad appeals
  - (d) Internal Publics.
4. How would you plan an ad campaign for your company ?

**SECTION—C**

5. What are the skills and talents of a Corporate Communicator ?
6. What do you mean by Groupware ?

**SECTION—D**

7. What is the relation between Corporate Communication and Media ?
8. How would you respond to various pressures as Corporate Communicator ?