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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2022

Fifth Semester

B.A. English Literature and Communication Studies (Two Main)

Core Course—PUBLIC RELATIONS-I

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. PIB.
2. Damage Control.
3. USP.
4. CSR.
5. Media relations.
6. External Public.
7. PRSI.
8. Internal public.
9. IPRA.
10. Yojana.

(10 × 1 = 10)

Part B

*Answer any **eight** questions.*

Each question carries 2 marks.

11. Propaganda.
12. Open house.
13. Grapevine.
14. POP.

Turn over

15. Upward communication.
16. Crisis management.
17. Public opinion.
18. Press kit.
19. Feedback.
20. Media monopoly.
21. Slogan.
22. Target audience.

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. What are the elements of PR?
24. What is the role of PR in political communication?
25. What is corporate lobbying? How does it affect brand image?
26. Suggest innovative ways to carry out Crisis Management.
27. What are the tools available for a PRO?
28. What is the use and function of a house journal?
29. Explain the preparations needed to conduct a press conference.
30. Social media can be used as an effective PR Avenue – Explain.
31. What is Code of Athens?

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. What are the ethical considerations of PR? Write the steps involved in building a PR campaign.
33. Trace the history and evolution of PR.
34. Elucidate the difference between advertising and PR.
35. Build a PR strategy for a Kerala brand related to online educational tools and platforms by a startup company.

(2 × 15 = 30)