

M.A. DEGREE EXAMINATION, APRIL 2020
I Year II Semester
PR and Corporate Communication

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. PR Media
2. PR Elements.
3. PRO
4. PR Agency
5. Media Alerts
6. Sponsorship
7. PR Campaign
8. Crisis Management.
9. Code of Ethics.
10. Critical Issues.
11. PR Planning.
12. Event Management.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. What is Public Relation? Compare it with Propaganda and Advertising.
14. What are Duties and Responsibilities of the PRO?
15. What is Media Broadcast?
16. What is Case Studies, Demographics?
17. What makes a successful PRO? How does he maintain contact with the news media?
18. What are qualifications of a PRO and his functions?
19. Discuss the role of research in Public Relation.

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Define Public Relation and explain its difference with Publicity, Propaganda, & Public. Opinion.
21. Define Public Relation. What are the objectives of Public Relation? Discuss.
22. Short note: Broadcast Media, Media Promotions, Advertising Manager.
23. How does a Public Relation Officer proceed to solve a problem? Describe the stages for addressing the crisis.
24. What is the ethical standard considered important for advertising on television? Draw up a code of ethics for TV commercials.

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