

M.A. DEGREE EXAMINATION, EVEN SEMESTER 2021
I Year II Semester
PR & Corporate Communication

Max.marks :25

Answer any **FIVE** questions (5 × 5 = 25) Marks

1. In what way do Public Relations differ from advertising?
2. What are characteristics and communication skills required for a person aspiring to become a successful Public Relation person?
3. List out various communication and promotional tools used in public relations and highlight their uniqueness in promotion work.
4. Design a Public Relation campaign for your college including branding, constructing USP, strategic communication on why should the girls prefer your college using planning, implementation and evaluation strategy.
5. What is Corporate Social Responsibility? Explain with examples how corporate companies are involved in CSR activities.
6. Critically analyse the codes and ethics to be followed by a PRO?
7. A corporate company is seeking your support as a consultant to bring out a news letter for their company. How would the form and content of the News Letter look like?