

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

M.A. END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - II

16PJCE2002 & PJC/CE/2002 - PR & Corporate Communication

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define PR? And explain its Scope and Functions.
2. List out the Characteristics of PRO in an organisation.
3. How do you differentiate Propaganda from Public Relations?
4. Elaborate various effective tool of PR.
5. Explain the six-point method of PR Campaign.
6. Explain the corporate social responsibility of PRO in a sector.
7. Write an essay on the scope of advertising as a tool of Public Relations.
8. Crisis management is an important function of PR. Explain with suitable examples.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Discuss the roles and responsibilities of PRO in public and private sectors.
10. Why is broadcast medium considered to be the most popular medium for Public Relations? Give reasons?
11. Explain some of the unethical practices in Public Relations.
12. What are the basic four-step PR process? Citing these, steps explain the entire process of PR?

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. How do you prepare a press kit to organize a press conference on launching a product of any popular brand?
