

Roll No.

Total Pages : 03

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May 2024

M.A. (J.M.C.) (Second Semester)

**Public Relations and Corporate Communication
(JMC-201-21)**

Time : 3 Hours

[Maximum Marks : 75]

Note : It is compulsory to answer all the questions (1.5 marks each) of Part A in short. Answer any *four* questions from Part B in detail. Different sub-parts of a question are to be attempted adjacent to each other.

Part A

1. (a) Define e-PR. 1.5
- (b) Explain relation between Corporate Communication and Media. 1.5
- (c) Define Trade Media. 1.5
- (d) Define Internal Publics. 1.5
- (e) What is Crisis Management ? 1.5
- (f) Write the difference between Alternate Media and Traditional Media. 1.5
- (g) Write the name of *two* PR tools. 1.5

- (h) What is SWOT analysis ? 1.5
- (i) What is Corporate Culture ? 1.5
- (j) Define Lobbying. 1.5

Part B

- 2. (a) Explain the functions of PR with suitable examples. Why a Public Relation campaign needs the support of Corporate Social Responsibility ? 10
- (b) Enumerate on the needs and relevance of Corporate Communication in India. 5
- 3. (a) How do Social and Cultural trends influence business of a company ? 5
- (b) Are Ethics being followed in PR ? What is PRSI code of Ethics ? 10
- 4. Explain the significance of Public Relations in an organization and brief the causes responsible for the Growth of PR. What are Ethics you have to keep in mind while doing Public Relations for an organization ? 15
- 5. (a) What are the various media tools used by a PR Professional ? Describe the skills required to be an effective PR professional. 10
- (b) 'PR activities aim to understanding and acceptance, to gain public support.' Explain the statement with the functions of PR. 5

- 6. (a) How does PR function in State and Centre Government ? 5
- (b) "PR creates the environment for brand activation." Explain with the help of suitable social media and offline media examples. 10

7. Explain the following :

- (a) Describe the factors to be kept in mind for planning a PR campaign. 5
- (b) Today Politicians hire agencies to manage their image, especially during polls comment. 5
- (c) Write a short note on Corporate Reputation. 5