



PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 27-05-2025

Time: 01:00 pm – 04:00 pm

School: SOMS	Program: BAJMC	
Course Code: BAJ2010	Course Name: Public Relations and Corporate Communications	
Semester: II	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	30	26	22	22	

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	What is Public Relations?	2 Marks	L1	CO1
2.	Name any two pioneers of Public Relations	2 Marks	L1	CO1
3.	What does the abbreviation RACE stand for in PR campaign planning?	2 Marks	L1	CO1
4.	What is stakeholder communication in PR?	2 Marks	L1	CO1
5.	Mention any two media relations tools or activities in PR.	2 Marks	L1	CO1
6.	What is a press release?	2 Marks	L1	CO2
7.	What is crisis communication?	2 Marks	L1	CO2
8.	Mention one key difference between Public Relations and Advertising.	2 Marks	L1	CO2
9.	What is Digital PR?	2 Marks	L1	CO3
10.	Name any two responsibilities of an entry-level corporate communications executive.	2 Marks	L1	CO4

Part B

Answer the Questions.

Total Marks 80M

11.	a.	<p>Read the statement below carefully and answer the following questions.</p> <p>Statement: <i>"Your company is launching a new product, and you need to plan a public relations campaign for it.</i></p> <p>a. Identify the key objectives of the PR campaign for the product launch.</p>	10 Marks	L3	CO 2
	b.	Outline two strategies you would use to reach the target audience.	5 Marks	L3	CO 2
	c.	Propose how you would evaluate the success of this PR campaign.	5 Marks	L3	CO 2

Or

12.	a.	<p>Read the statement below carefully and answer the following questions.</p> <p>Statement: <i>"You are facing a major PR crisis due to a defective product recall at your company".</i></p> <p>a. What immediate steps will you take to manage the crisis?</p>	10 Marks	L1	CO 2
	b.	How will you communicate with the public and media to minimize damage?	5 Marks	L1	CO 2
	c.	What measures would you suggest rebuilding public trust in the long term?	5 Marks	L1	CO 2

13.	a.	Analyze the key stages in planning and executing a PR campaign, using a real or hypothetical example.	10 Marks	L4	CO 3
	b.	How does continuous audience feedback and research help refine campaign strategy mid-execution?	5 Marks	L4	CO 3
	c.	Identify and analyze two challenges PR professionals may face during execution, and how they can be addressed.	5 Marks	L4	CO 3

Or

14.	a.	<p>Read the statement below carefully and answer the following questions.</p> <p>Statement: <i>"Your organization seeks to improve its public image after a recent setback. Apply the RACE model to plan a PR campaign for this situation".</i></p>	10 Marks	L4	CO 3
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		a. Analyze the various internal and external factors contributing to the organization's current public image. How do these factors interrelate, and what insights can be drawn to inform the development of an effective PR campaign?			
	b.	Identify the key objectives and messaging for the campaign.	5 Marks	L2	CO 3
	c.	Evaluate the effectiveness of your execution of the campaign and measure its success.	5 Marks	L5	CO 3

15.	a.	Describe the evolution of PR through key historical milestones.	10 Marks	L2	CO 1
	b.	Explain the significance of PR in modern organizations. 2	5 Marks	L2	CO 1
	c.	Describe how corporate communication has become an important function in today's companies.	5 Marks	L2	CO 1
Or					
16.	a.	Discuss the role of corporate communication in organizations and its scope.	10 Marks	L2	CO 1
	b.	Discuss the role of corporate communication in maintaining an organization's image.	5 Marks	L2	CO 1
	c.	Explain how Public Relations complements corporate communication, with an example.	5 Marks	L2	CO 1

17.	a.	Read the statement below carefully and answer the following questions. Statement: "You are a newly hired PR executive at a startup that has little public awareness". a. Propose the plans you would set for a PR campaign to build the startup's brand.	10 Marks	L6	CO 4
	b.	Design two PR tactics you would use to increase the startup's visibility.	5 Marks	L6	CO 4
	c.	Propose a plan to utilize traditional or social media to support this campaign. Provide an example.	5 Marks	L6	CO 4
Or					
18.	a.	Read the statement below carefully and answer the following questions.	10 Marks	L6	CO 4

		Statement: <i>"Your company is launching an innovative product with a very limited marketing budget".</i> a. Specify the messages you would craft to generate interest in the product launch.			
	b.	Develop two PR tactics you would use to gain media coverage without paid advertising.	5 Marks	L6	CO 4
	c.	Propose a plan to engage online audiences to create buzz around the product.	5 Marks	L6	CO 4