

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION - JUN 2023**

**Semester :** Semester IV - 2021

**Course Code :** BAJ2010

**Course Name :** Sem IV - BAJ2010 - Public Relations and Corporate Communications

**Program :** BAJ

**Date :** 9-JUN-2023

**Time :** 1.00PM -  
4.00PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(10 X 2 = 20M)**

1. How does corporate communications interact with different stakeholders, such as investors, employees, customers and the media?  
(CO4) [Knowledge]
2. Is Corporate Social Responsibility (CSR), is important to organisation ? if so why?  
(CO2) [Knowledge]
3. What is CSR ? why it is used as tool?  
(CO1) [Knowledge]
4. How do you Manage Public Relations ?  
(CO1) [Knowledge]
5. What are some key communication channels and tools used in corporate communications, and how do they differ in their effectiveness?  
(CO4) [Knowledge]
6. How does social media impact the field of public relations, and what are some key strategies for leveraging social media for PR purposes?  
(CO2) [Knowledge]
7. How does effective internal communication contribute to employee engagement and organizational success?  
(CO3) [Knowledge]

8. In what ways can public relations contribute to building and maintaining relationships with customers, clients and partners?  
(CO2) [Knowledge]
9. What is Crisis Management ? in PR and CC  
(CO1) [Knowledge]
10. How do corporate communications professionals effectively manage and respond to crisis situations that may impact the company's reputation?  
(CO3) [Knowledge]

## PART B

### ANSWER ALL THE QUESTIONS

(8 X 5 = 40M)

11. What is Stakeholder Engagement ?  
(CO4) [Comprehension]
12. The Advocacy Model emphasizes the importance of advocacy and persuasion in the communication process. It suggests that organizations should actively promote their interests and seek to influence the opinions and attitudes of their stakeholders, according to you what all activity it should do achieve peoples favour  
(CO3) [Comprehension]
13. Corporate Social Responsibility (CSR) has become an integral aspect of contemporary business practices. Considering this, critically examine the concept of CSR, its underlying principles, and its significance in driving sustainable business growth. Explore the different dimensions of CSR, including environmental, social, and economic responsibilities, and discuss the potential benefits and challenges associated with implementing CSR initiatives. Furthermore, analyse the role of stakeholders, government regulations, and ethical considerations in shaping and influencing CSR practices. Finally, evaluate the effectiveness of CSR in creating a positive social impact and enhancing the reputation and long-term sustainability of organizations, drawing insights from real-world case studies and industry examples.  
(CO3) [Comprehension]
14. Explain the key considerations and strategies for managing relations with the media. How can effective media relations benefit an organization's communication efforts?  
(CO2) [Comprehension]
15. Public opinion plays a significant role in shaping public policy and the success of organizations. Discuss the methods that public relations professionals can use to influence public opinion and the ethical considerations that come with these strategies.  
(CO1) [Comprehension]
16. What is Proactive PR ?  
(CO4) [Comprehension]
17. Analyse the phenomenon of fake news and its impact on society. Discuss the role of journalists and media professionals in combating fake news and promoting accurate information, as PR professional how do you combat fake news problem?  
(CO2) [Comprehension]
18. Ethics are an integral part of public relations practice. Discuss the importance of ethics in public relations and how they can be effectively integrated into public relations campaigns. Provide examples of companies that have faced ethical challenges in their public relations efforts and how they addressed them.  
(CO1) [Comprehension]

## PART C

**ANSWER ALL THE QUESTIONS**

**(2 X 20 = 40M)**

- 19.** Discuss the strategic role of corporate communication in managing and shaping corporate identity, and examine its impact on organizational culture, stakeholder perceptions, and long-term business success.

(CO3) [Application]

- 20.** Why is it important for public relations professionals to maintain high standards in their practice, and how does it impact their credibility, reputation, and the overall effectiveness of their communication efforts?

(CO4) [Application]