

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET-B**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester IV - 2022

**Course Code :** BAJ2010

**Course Name :** Public Relations and Corporate Communications

**Program :** BA Journalism and Mass Communication

**Date :** JUNE 6, 2024

**Time :** 9.30AM-12.30PM

**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 ANY 10 QUESTIONS**

**10Q X 2M =20M**

1. Define "Spin Doctor " (CO1) [Knowledge]
2. Explain the importance of media relations in PR. (CO1) [Knowledge]
3. Why are the stakeholders are important for a company? (CO1) [Knowledge]
4. Define corporate identity (CO1) [Knowledge]
5. What is CSR ? why it is used as a tool for corporate communication. (CO1) [Knowledge]
6. Explain issue management (CO1) [Knowledge]
7. What does it mean by the term "Lobbying " in PR (CO1) [Knowledge]
8. What are the 4 Rs of cricis communication (CO1) [Knowledge]
9. Explain the importance of an in house journal for a company. (CO1) [Knowledge]

10. Define the role of public opinion in PR (CO1) [Knowledge]
11. Define "Grapevine Communication" (CO1) [Knowledge]
12. Define "publics" in PR (CO1) [Knowledge]

### **PART B**

**ANSWER ANY 8 QUESTIONS**

**8Q X 5M =40M**

13. Explain the importance of feedback in PR campaigns (CO2) [Comprehension]
14. Managing uncertainty is an important aspect of PR. State your views on crisis communication plan (CO2) [Comprehension]
15. Describe in detail about the internal and external publics of PR (CO2) [Comprehension]
16. Distinguish between PR and advertisement (CO2) [Comprehension]
17. Explain the significance of PR in an organization (CO2) [Comprehension]
18. PR create the environment for brand activation. Explain with the help of suitable social media and offline media examples (CO2) [Comprehension]
19. Describe the structure of the PR agency (CO2) [Comprehension]
20. Explain Kirk Hallahan's Five Types of Publics (CO2) [Comprehension]
21. "Ethics is the back bone of PR" - Explain (CO2) [Comprehension]
22. Elucidate the importance of community relation in PR (CO2) [Comprehension]

### **PART C**

**ANSWER ANY 2 QUESTIONS**

**2Q X 20M =40M**

23. 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]
24. How does effective corporate communication contribute to the establishment and maintenance of a strong corporate identity, and how can organizations strategically utilize corporate communication to shape their desired image, reputation, and stakeholder perceptions? (CO3) [Application]
25. PR professionals should be truthful and accurate in their communication with stakeholders. This includes disclosing all relevant information and avoiding any misrepresentation or exaggeration, give suitable examples of above statement (CO4) [Application]