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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019

Sixth Semester

B.A. English Literature and Communication Studies (Two Main)

Core Course—PUBLIC RELATIONS—II

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. Directorate of Field Publicity.
2. USP.
3. Sponsorship.
4. POP.
5. Community Relations.
6. CSR.
7. Target groups.
8. Internal public.
9. Propaganda.
10. Open house.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. Image make over.
12. Social Impact Assessment.
13. DAVP.
14. Media Mix.
15. Corporate lobbying.

Turn over

16. Media Relations.
17. PRSI.
18. Cross Media Ownership.
19. Grapevine.
20. Name two leading PR companies in India.
21. Feedback.
22. Slogan.

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Suggest PR strategies to allay the fears of intrusion to privacy by Aadhar enrolment.
24. 'A good journalist can effectively function as a PRO'- Comment.
25. Define Public Relations. What are the objectives of PR ?
26. Explain Code Athens.
27. What are the tools of outdoor publicity ?
28. Why social audit is important in PR ?
29. Differentiate advertising and PR.
30. What is spin doctoring ?
31. How surveys can be best utilised for effective PR ?

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Explain the ethical considerations of PR.
33. Trace the history and development of PR.
34. Build a PR campaign to dilute negative publicity resulted from the implementation issues of GST.
35. What is crisis management ? Elucidate with an example.

(2 × 15 = 30)