

Exam. Code : 217803

Subject Code : 5635

M.A. Journalism & Mass Communication 3rd Semester
PUBLIC RELATIONS & CORPORATE
COMMUNICATION

Paper—III

Time Allowed—Three Hours] [Maximum Marks—75

Note :—Attempt any **FIVE** questions, at least **ONE** from each Section. **Fifth** question can be from any section. All questions carry equal marks.

(15×5=75)

SECTION—A

1. Are ethics being followed in PR ? What is PRSI code of ethics ?
2. How does PR function in State and Central Government ?

SECTION—B

3. Write notes on :
 - (a) Media Scheduling
 - (b) SWOT analysis of media
 - (c) Ad appeals
 - (d) Internal Publics.
4. How would you plan an ad campaign for your company ?

SECTION—C

5. What are the skills and talents of a Corporate Communicator ?
6. What do you mean by Groupware ?

SECTION—D

7. What is the relation between Corporate Communication and Media ?
8. How would you respond to various pressures as Corporate Communicator ?

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