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III Semester M.C.J./M.A. Degree (CBSS-Reg./Suppl./Imp.)

Examination, October 2020

(2016 Admn. Onwards)

JOURNALISM AND MASS COMMUNICATION

MCJ 3C09 : Public Relations and Corporate Communication

Max. Marks : 60

I. Write short notes on **any four** of the following.

- 1) CSR
- 2) House Journal
- 3) 'Publics' in PR
- 4) Newsletter
- 5) Edward Bernays
- 6) Lobbying.

II. Discuss the scope and functioning of Public relation departments in Central and State Governments.

III. Detail the history and evolution of Public relations.

IV. Examine the role of a PRO in the modern corporate world.

V. Prepare a dummy brochure with appropriate text, highlighting the environment friendly initiatives of any organization of your choice. Write a note detailing the objectives and target audience of your brochure.

VI. Enumerate the new tools of corporate communication in the age of the Internet.

VII. Write a short note on the relevance of code of ethics in the PR profession.

(5×12=60)