

**FOURTH SEMESTER B.A DEGREE EXAMINATION
CAREER-RELATED FIRST DEGREE PROGRAMME UNDER CBCSS
GROUP 2-A MALAYALAM & MASS COMMUNICATION
VOCATIONAL COURSE -VI
MX 1472 CORPORATE COMMUNICATION AND MEDIA MANAGEMENT**

Time:3Hr

MAX MARKS:80

I. Answer the following in one or two words or in one or two sentence

1. Logo
2. Direct mail
3. Embargo
4. Motto
5. Jargon
6. Goodwill
7. Feedback
8. SWOT
9. Grapevine
10. IPRA

(10x1=10 marks)

II. Answer any eight questions each in 60 words

11. Elucidate the objectives of Public Relations
12. Comment on Corporate Identity
13. What is Propaganda
14. Write a short note on Sole proprietorship
15. What is Lobbying
16. Role of Press Release in Corporate Communication
17. Write short notes on Sales Promotion
18. Explain the difference between PR and Advertising
19. Explain the relationship between Editorial department and the Management

20. Briefly explain the qualities of PRO
21. Examine the contribution of New media in PR activities
22. 'Organizing the Exhibitions is a better technique for reaching the people'- discuss

(8x2=16 marks)

III. Answer any six questions, each in about 120 words

23. Which is the concept of House journals? Explain its importance in Corporate Communication
24. Discuss the various functions of Management
25. Discuss why 'Know your Media' is an essential tip for establishing good media relations
26. Corporate Communication has its roots in PR, but enjoys wider scope and appeal- explain
27. Elaborate the role of CSR activity in establishing a Corporate brand image
28. Which are the main publics for India Railways? Prepare a communication plan for reaching these Publics
29. Write your opinion on impact of global media in India
30. What is crisis management? list out the different methods of facing a crisis

(6x4=24 marks)

IV. Write long essays on any two of the following

31. What is the role of Corporate Communication in the image building of a Business house? Also indicate the tools for such image building
32. Explain the different types of Newspaper Ownership and also discuss the problems faced by small newspapers
33. Explain the qualities of an outstanding Media manager
34. Explain the different stages of a PR campaign

(2x15=30 marks)