



Rollno.....

End Semester Examination, December 2024

BA(JMC) – V Semester

PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS (SBJJ301A)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 *Attempt any five questions:*

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| (a) Define Public Relations (PR) and explain how it differs from advertising. | [CO-1] [L-1] 2 |
| (b) Identify and describe any two primary objectives of PR. | [CO-1] [L-1] 2 |
| (c) What are the key functions of a PR department? | [CO-1] [L-1] 2 |
| (d) Describe the term "Corporate Communication" and its relationship with PR. | [CO-1] [L-1] 2 |
| (e) List the types of publics involved in PR and explain basic functions for them. | [CO-1] [L-1] 2 |
| (f) Outline the basic steps in the PR planning process. | [CO-1] [L-1] 2 |
| (g) Differentiate between PR and marketing, with relevant examples. | [CO-1] [L-1] 2 |

2x5

PART-B

- Q.2 Apply the seven-point formula for a news release to draft a sample press release for a new product launch. [CO-2] [L-2] **10**

OR

Demonstrate the use of PR tools like the press conference and press briefing by planning a PR event for a corporate milestone. [CO-2] [L-2] **10**

- Q.3 Analyze the role of government PR in crisis management. Provide examples of effective strategies that have been used by government PR departments. [CO-3] [L-3] **10**

OR

Examine the ethical considerations in PR for NGOs and how they differ from corporate PR ethics. [CO-3] [L-3] **10**

- Q.4 Evaluate the importance of budgeting and evaluation in the success of a PR campaign. Discuss how these elements impact campaign effectiveness. [CO-4] [L-4] **10**

OR

Assess the role of market research in PR campaign planning. Explain how it can guide strategic decisions. [CO- 4] [L-4] **10**

- Q.5 Create a comprehensive PR campaign plan for a local environmental awareness initiative, incorporating strategic planning, budgeting, and evaluation steps. [CO-5] [L-5] **10**

OR

Design a PR campaign to improve corporate reputation for a company facing public backlash. Include the key strategies, media channels, and evaluation methods you would use. [CO- 5] [L-5] **10**