

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
Department of Mass Communication Semester End Examination (SEE), Summer Term, August 2023 [Programme: BA JMC] [Semester: 2021-23 – Sem IV] (For UG Courses only) [Batch:]				
Course Title: Corporate Communication Course Code: BAJC2017		Max Marks: 100 Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	What is the primary purpose of public relations in an organization? Describe the nature of public relations activities and their role in managing the reputation and image of the organization among its stakeholders.	K1	CO1	5
2.	Name three types of publics that are commonly addressed in public relations efforts. Provide a brief explanation of each type and how public relations professionals engage with these publics to build positive relationships and communication strategies.	K1	CO1	5
3.	Explain how public relations professionals manage media relations, crisis communication, and stakeholder engagement to enhance the organization's reputation and foster positive public perception. Provide examples of how each function contributes to achieving organizational goals.	K2	CO2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Compare and contrast the roles of corporate communication and public relations in an organization. Describe the specific focus and objectives of each function, highlighting their similarities and differences. Illustrate with real-world scenarios how corporate communication and PR work together to achieve effective communication and branding strategies.	K2	CO2	10
5.	Develop a comprehensive public relations campaign for a new product launch of a tech company. Utilize a variety of PR tools and techniques, such as press releases, media pitches, social media engagement, and influencer partnerships, to create buzz and generate public interest in the product.	K3	CO3	10
6.	Imagine you are a public relations manager for a multinational corporation. Design an integrated PR media strategy that focuses on both internal and external communication. Outline how you will use internal PR media, such as newsletters, intranet portals, and employee town halls, to foster employee engagement and alignment with the company's values.	K3	CO3	10
7.	Analyze the role of public relations in educational and research institutions. Assess how PR professionals in these institutions manage reputation, build community engagement, and promote research achievements.	K4	CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Evaluate the essential components of a successful PR campaign for a nonprofit organization aiming to raise awareness about an environmental cause. Analyze the importance of thorough programme planning, including target audience identification, key messages, and media outreach strategies.	K4	CO4	15
9.	Compare and contrast the core functions of corporate communication with those of public relations within a corporate context. Analyze how corporate communication uses basic tools and strategies, such as press releases, corporate websites, crisis communication plans, and stakeholder engagement, to enhance corporate reputation and maintain effective communication with various stakeholders.	K4	CO3	15
10	Explain the importance of crisis communication for organizations. Describe how crisis communication strategies are developed and implemented to manage and respond to unexpected events and reputational threats. Provide an example of a real-world crisis situation where effective communication played a crucial role in mitigating the impact and restoring the organization's image.	K2	CO4	15