**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

**MA JOURNALISM & MASS COMMUNICATION – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**MC 7422: PUBLIC RELATIONS**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and THREE parts**

**I. Answer any TWO of the following questions in 150 words each. (2X5=10)**

1. “The practice of public relations had become ubiquitous to reach political, activist and corporate objectives.”-Analyze the roles and responsibilities of a PR practitioner.
2. Compile the strategies used during crisis situation with the help of a case study of your choice.
3. Discuss legitimacy gap with a suitable example.

**II. Answer any ONE of the following questions in 250 words. (1X10=10)**

1. Evaluate symmetrical and asymmetrical model of PR with suitable examples.
2. “There was a shift in Public Relations theory from objective perspective to emotional appeal.” Defend your views.

**III. Answer any TWO of the following questions in 350 words each. (2X15=30)**

1. Define corporate communication. Explain in detail the tools used for corporate communication with suitable examples.
2. Examine how McDonalds use their customer’s data to create meaningful insights and leverage themselves against their rising competition.
3. Do you think Corporate Social Responsibility (CSR) helps in aligning corporate image and identity? Integrate your arguments with the help of suitable CSR case studies in India.