

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

Registration Number:

Date & session:

**MA ADVERTISING AND PUBLIC RELATIONS - II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**APR 8522 Corporate Communications**

**(For current batch/supplementary students)**

**Time: 1 Hour Max Marks: 25**

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

**I Write short notes on any three in 100 words each. (3 x 5 = 15)**

 1. Ethics in business

 2. Freelance journalist

 3. Corporate Social Responsibility

 4. Internal communications

 5. Social Media

**II** **Answer any one of the following questions in 200 words. (1 x 10 = 10)**

6. What are the steps involved in developing a communication campaign strategy? Describe each one of them.

7. What steps are to be followed for an effective Investor Relations Communication Program? Describe each step.

\*\*\*\*\*