

Register Number:

**DATE: 13-04-2019**

**ST JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU - 560027**

**BVOC FILMMAKING/ ANIMATION – IV SEMESTER**

**SEMESTER EXAMINATION – APRIL 2019**

**VO 4216 – Communication Skills IV**

**Time: 2 ½ hours Maximum Marks: 70**

***This paper consists of TWO printed pages and TWO parts***

1. **Write short notes on any SIX in about 100 words each (6x5=30)**
2. What is Corporate Culture?
3. Differentiate between Marketing and PR.
4. What is Issues Management?
5. Who is a Unit Publicist? What is his/ her role in film publicity?
6. When is a Press Release used?
7. Define the role of Lobbying. Give relevant examples.
8. What is Advertising?
9. **Answer any FOUR in about 200 words each: (4x10=40)**
10. Elucidate Media Relations and Customer Relations in the functioning of an organization.
11. What is CSR? How does it serve to be beneficial to the society? Take a recent example and explain.
12. Read the following and answer the questions that follow:

**Equifax and the Data Breach**

On July 29 2017 Equifax discovered a massive data breach which affected the personal information of up to 143 million Americans, including social security numbers and driver licenses. The company believed that the hack had taken place several weeks earlier, even as early as mid-May.

Equifax waited until September to make a public announcement of the problem.

The data thieves knew where to target. Equifax is one of three nationwide credit-reporting companies that track and rates the financial history of U.S. consumers. The companies are supplied with data about loans, loan payments and credit cards, as well as information on everything from child support payments, credit limits, missed rent and utilities payments, addresses and employer history, which all factor into credit scores.

Subsequent events only made the situation worse:

* The website and consumer telephone lines set up by Equifax so that people could get information and sign up for credit protection were overwhelmed and it took weeks to get them working effectively.
* It was reported that three executives sold nearly $2m in shares after the breach was discovered but before being publicly revealed.
* Equifax subsequently twice upped its estimate of the numbers of consumers impacted – by 2.5 million in October 2017 and by 2.4 million in February 2018.

1. What do you call the above situation? What does it mean? What are the loopholes identified? Summarize
2. Who are affected?
3. What are the main principles and practices of a PR professional?
4. Write a press release for an inter-collegiate fest held in your department.

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