Register Number:

DATE: 13-04-2018 ( 1 pm )

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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**MA JOURNALISM AND MASS COMMUNICATION- II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2018**

**MC 8317: Public Relations**

Time –2 1/2hr Max Marks – 70

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

1. **Answer any FIVE of the following questions in 100 words each(5X5 = 25)**
2. Define CSR and it’s importance for company branding
3. Distinguish between press release and feature writing
4. Explain organisational structure and its influence on internal communication
5. Define Dominant Coalition with suitable examples
6. What is mediated communication?
7. Explain how PR can strengthen brand reputation
8. Discuss three guiding principles for CSR activities
9. **Answer any THREE of the following in 500 words each (3X10 = 30)**
10. Explain in detail the five principles for Persuasive Communication to be effective in a PR campaign.
11. Discuss the one-way and two-way communication model as elucidated by Grunig and Hunt in Excellence Theory.
12. Integrate Rokeach’s value hierarchy with the principles of market research and PR campaign.
13. Elucidate with suitable examples the various steps to be undertaken in the realm of crisis communication.
14. **Answer the following question (Compulsory) (1x15 = 15)**
15. Using Bhopal Gas Tragedy as the reference, design a position paper for the Ministry of Environment and Forests holding the company (Union Carbide) responsible for the incident, and also seeking compensation for the victims.

 MC-8317-B-18