Register Number:

DATE:

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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 – 21/2 hr 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. Discuss organisational culture and PR
3. Distinguish the difference between press release and feature writing
4. What are the three main tools of campaign planning
5. Define Dominant Coalition with suitable examples
6. What is mediated communication?
7. Explain relevance of ethics and law in PR
8. Discuss the importance of CSR activities as a tool for corporate branding
9. **Answer any THREE of the following in 500 words each (3X10 = 30)**
10. Explain in detail the main principles proposed in Grunig and Hunt’s Theory of Excellence as a tool for conflict resolution.
11. Explain at least three ways to integrate Rokeach’s value hierarchy with the principles of PR campaign and market research.
12. Discuss the various steps and procedures to follow while dealing with crisis communication.
13. Elucidate the main elements in the theory of Persuasive Communication with suitable examples.
14. **Answer the following question (Compulsory) (1x15 = 15)**
15. Using Modi’s and Trump’s election campaign as the twin reference points, design a position paper to study the main elements of political PR as a crucial element to gain influence with various publics and win electoral battles.