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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 560027**

**M.A ADVERTISING AND PUBLIC RELATIONS – III SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in February-March 2022)

APR PDS 9519 - Corporate Communication

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

Time – 1 hour 30 minutes Max Marks: 35

**I. Answer any TWO questions in about 150 words each (2 x 5 = 10)**

1. Considering the Indian business landscape, how has the field of Public Relations evolved into a high-level management profession?
2. What is the difference between public relations and community relations?
3. What is the impact of social media while conducting a media relations program? Elaborate on the relationship to social media and media relations.
4. Elaborate on key benefits of ERP-BI integration.

**II. Answer any TWO questions in about 200 words each. (2 x 7.5 = 15)**

1. Explain the following types of internal communication that exist within an organisation.
2. Upward communication
3. Downward communication
4. Horizontal communication
5. Apple’s Antennagate is a lesson in crisis communications. How did Apple tide over this crisis and preserve its brand image?
6. When it comes to Investor Relations, elaborate on the following:
7. Goals of Investor Relations.
8. Functions (Roles) of Investor Relations
9. What are the components of Corporate Strategy? How does it build over the business strategy of a company?

**III. Answer any ONE question in about 300 words. (1 x 10 = 10)**

1. As a part of a public relations wing of a company, how would you tackle a false charge that would impact your brand severely? Leveraging past cases (with reference), explain your strategy.
2. Assume that you have been appointed as Manager for a Multinational Firm entering Indian markets with its brand of “salted and flavoured wafers/potato chips”. Design an ‘IMC Programme’ for this firm in the capacity of a Marketing Manager. Justify your answer appropriately.

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