

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2019 – 2020 & thereafter)
SUBJECT CODE: 19PR/PC/CO24

M. A. DEGREE EXAMINATION, APRIL 2023
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : CORE
PAPER : CORPORATE PUBLIC RELATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Give any two recent technological trend and its impact on the industry sector.
2. Write what do you understand by storytelling in brand building.
3. Give the types of Corporate Communication.
4. Give an example of relationship management in corporate sector.
5. Define the Intellectual Property Rights with examples.
6. What is Communication?
7. Define Stakeholder Management.
8. What is the role of R & D in a corporate company?
9. Give a case study of a successful lobbying in a post pandemic scenario.
10. Define advocacy and its types.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. What is Corporate Identity? Give examples of branding to create an image of the identity.
12. Evaluate the role of Corporate Brand with case studies.
13. Define Corporate leadership. What are its essential elements.
14. Define the role of Media Relations. Give a list of things essential for a Media Kit.
15. Differentiate between quality control and quality management.
16. Give the responsibilities of the Government towards business and society.
17. Define the role of Grievance redressal Mechanism. Give an example.
18. Give the role of Public Relations in building a Civil Society.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 X 20 = 40)

19. Does New Media help in creating a Brand Image? Give an example of any event by the Government using New Media for brand building.
20. Evaluate the nature and scope of Corporate Communication. Explain the role of advertising and brand promotion in Corporate Communication.
21. Elaborate on the tools used for Stakeholder Communication. Give example for each tool.
22. Distinguish between lobbying and advocacy strategies. Do you think you can integrate lobbying and advocacy strategies? Give reasons.
