

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2023 – 2024)

M. A. DEGREE EXAMINATION, APRIL 2024
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : CORE
PAPER : CORPORATE PUBLIC RELATIONS
SUBJECT CODE : 23PR/PC/CO24
TIME : 3 HOURS **MAX. MARKS: 100**

| Q. No. | SECTION A - I (10 x 1 = 10) Multiple Choice Questions | CO | KL |
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| 1. | Which of the following best defines corporate public relations? a) Managing relationships with shareholders only b) Managing relationships with the media only c) Managing relationships with various stakeholders to build and maintain a positive corporate image d) Managing internal communications within the company | CO 1 | K1 |
| 2. | What is the primary goal of corporate public relations? a) Increasing profits b) Enhancing the company's reputation and credibility c) Dominating the market d) Reducing costs | CO 1 | K1 |
| 3. | Which of the following is NOT a typical stakeholder of a corporation? a) Customers b) Competitors c) Employees d) Suppliers | CO 1 | K1 |
| 4. | Which of the following communication channels is commonly used in corporate public relations for disseminating information to the public? a) Social media b) Internal memos c) Radio d) All of the above | CO 1 | K1 |
| 5. | What is crisis communication in corporate public relations? a) Communicating during times of success b) Communicating when the company faces challenges or negative events c) Communicating with shareholders only d) Communicating with government agencies | CO 1 | K1 |
| 6. | Which of the following is NOT a step in the process of managing a crisis in corporate public relations? a) Denying any wrongdoing b) Identifying the crisis and its causes c) Developing a response strategy d) Evaluating the effectiveness of the response | CO 1 | K1 |

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| 7. | What is the purpose of a corporate social responsibility (CSR) program? a) To generate profit for the company b) To increase competition c) To enhance the company's reputation and contribute to social good d) To reduce employee turnover | CO 1 | K1 |
| 8. | What does the acronym "PR" stand for in corporate? a) Public Relations b) Profitable Relations c) Personal Relations d) Professional Relations | CO 1 | K1 |
| 9. | Which of the following is NOT a component of effective corporate communication? a) Transparency b) Consistency c) Deception d) Authenticity | CO 1 | K1 |
| 10. | How does corporate public relations differ from marketing? a) Corporate public relations focuses on building relationships with stakeholders, while marketing focuses on promoting products or services. b) Corporate public relations deals with internal communication only, while marketing focuses on external communication. c) Corporate public relations is solely concerned with advertising, while marketing involves broader strategic planning. d) There is no difference; corporate public relations and marketing are synonymous terms. | CO 1 | K1 |
| Q. No. | SECTION A – II (5 x 2 = 10) Answer ALL questions in not less than 50 words | CO | KL |
| 11. | What is the main goal of corporate public relations? | CO2 | K2 |
| 12. | What is crisis communication in corporate public relations? | CO2 | K2 |
| 13. | What is the significance of corporate social responsibility (CSR) in public relations? | CO2 | K2 |
| 14. | How does corporate communications differ from marketing communications? | CO2 | K2 |
| 15. | Why is transparency important in corporate public relations? | CO2 | K2 |
| Q. No. | SECTION B (4 x 10 = 40) Answer the following in not less than 350 words | CO | KL |
| 16. | a. Discuss the role of corporate public relations in managing a major crisis within a company. Provide a detailed analysis of the steps involved in crafting an effective crisis communication strategy and its impact on stakeholders. OR b. Critically evaluate the role of corporate social responsibility (CSR) initiatives in corporate public relations. Discuss how CSR programs contribute to building a positive corporate image and stakeholder relationships. Provide examples to support your arguments. | CO3 | K3 |

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| 17. | <p>a. Examine the role of social media in modern corporate public relations strategies. Discuss the opportunities and challenges posed by social media platforms for managing corporate reputation and engaging with stakeholders. Provide examples of companies that have effectively utilized social media in their PR efforts.</p> <p style="text-align: center;">OR</p> <p>b. Discuss the ethical considerations involved in corporate public relations, particularly concerning transparency and truthfulness in communication. Provide examples of ethical dilemmas that PR professionals may face and propose strategies for resolving them while upholding ethical standards.</p> | CO3 | K3 |
| 18. | <p>a. Evaluate the role of corporate culture in shaping external perceptions and reputation. Discuss how alignment between internal values and external messaging can influence public relations outcomes. Provide examples of companies that have effectively leveraged corporate culture for PR purposes.</p> <p style="text-align: center;">OR</p> <p>b. Critically analyze the importance of stakeholder engagement in corporate public relations. Provide examples to illustrate how effective stakeholder engagement strategies contribute to organizational success.</p> | CO4 | K4 |
| 19. | <p>a. Evaluate the impact of globalization on corporate public relations practices. Discuss how multinational corporations (MNCs) adapt their PR strategies to diverse cultural, political, and regulatory environments. Provide examples of MNCs that have effectively managed global PR challenges while maintaining a consistent corporate image.</p> <p style="text-align: center;">OR</p> <p>b. Analyze the impact of corporate public relations on organizational resilience during times of crisis. Discuss how effective crisis communication strategies can mitigate reputational damage and contribute to long-term recovery. Provide examples of companies that have successfully navigated crises through strategic PR initiatives.</p> | CO4 | K4 |
| Q. No. | <p>SECTION C (2 x 20 = 40)</p> <p>Answer the following in not less than 750 words</p> | CO | KL |
| 20. | <p>a. Evaluate the role of internal communication in fostering employee engagement and organizational culture within a corporate setting. Discuss the key elements of effective internal communication strategies, and their impact on employee morale, productivity, and retention. Provide examples of companies that have successfully leveraged internal communication to strengthen organizational culture and achieve strategic objectives.</p> <p style="text-align: center;">OR</p> <p>b. Explain the concept of corporate governance and its significance in modern business environments. Discuss the key principles and practices that underpin effective corporate governance, and provide examples of how adherence to these principles can enhance organizational performance and stakeholder trust.</p> | CO5 | K5 |

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| 21. | a. Based on the case study of XYZ Bank's implementation of a new digital banking platform, how will you effectively communicate the organization's change management strategy? OR b. XYZ Corporation, a multinational technology company, faced a major crisis when reports surfaced of a data breach affecting millions of its users. The breach compromised sensitive personal information, including names, addresses, and financial data. The incident garnered widespread media attention, triggering public outcry and eroding trust in the company's ability to safeguard user privacy. How will you tackle the situation if you are the PR head of the company? | CO5 | K6 |
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