

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

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

COURSE : ELECTIVE
PAPER : ARTIFICIAL INTELLIGENCE FOR PUBLIC RELATIONS
SUBJECT CODE : 23PR/PE/AI15
TIME : 90 MINUTES **MAX. MARKS: 50**

Q. NO.	SECTION – A Answer all questions in not less than 50 words	5x2=10	CO	KL
1.	Define A/B or split testing		CO 1	K1
2.	Name any two of the “founding fathers” of artificial intelligence		CO 1	K1
3.	a. What’s NLP in AI b. Give two examples of NLP		CO 1 CO2	K1 K2
4.	Which subset of AI focuses on enabling computers to learn and improve their performance? And explain how it works		CO2	K2
5.	Explain the methodology of how AI tools monitor and analyze media stories and conversations		CO2	K2
Q. NO.	SECTION – B Answer the following in not less than 350 words	4x5=20	CO	KL
6.	Sentiment analysis - why it's critical in public relations? How does AI help PR professionals understand sentiments? (OR) Develop an A/B testing for “Apple Vision Pro” / “iPhone 15”		CO3	K3
7.	Illustrate the process of email Marketing and role of AI in its automation with an example (OR) How will augmented intelligence help in learning and knowledge sharing? Business areas where it will have an impact?		CO3	K3
8.	Does AI lack creativity? Explain (OR) What are the challenges when implementing new-age technologies such as AI and Big Data in business?		CO4	K4
9.	What is data analytics? Mention any two types of DA? (OR) Difference between structured and unstructured data		CO4	K4

Q. NO.	SECTION – C Answer the following in not less than 700 words 2x10=20	CO	KL
10.	<p>Draw parallels between GDPR and the Digital Personal Data Protection Act 2023, and explain the role of digital technologies in privacy and compliance</p> <p style="text-align: center;">(OR)</p> <p>Evaluate the pros and cons of usage of GPT models in public relations and corporate communications with examples</p>	CO5	K5
11.	<p>Define success metrics for an executive for thought leadership and how you'll amplify the views/optimize content using AI tools on social media</p> <p style="text-align: center;">(OR)</p> <p>Create a communication campaign for a B2C brand using AI tools - from ideation to strategy, execution, and amplification. (Use a minimum of 3 AI tools)</p>	CO5	K6
