

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

M. A. DEGREE EXAMINATION, APRIL 2026
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 Answer all Questions (Multiple Choice) (10x1= 10 marks)	CO	KL
1	Corporate Public Relations mainly focuses on a) Advertising products b) Managing organizational reputation c) Selling services d) Customer discounts	1	1
2	Corporate Identity refers to a) Visual and behavioral representation of an organization b) Employee salaries c) Product packaging d) Advertising expenditure	1	1
3	ESG in corporate governance stands for a) Economic Social Growth b) Environmental Social Governance c) Ethical System Governance d) Environmental Sustainable Growth	1	1
4	Corporate communication includes a) Internal communication b) External communication c) Stakeholder communication d) All of the above	1	1
5	Situational Crisis Communication Theory was proposed by a) Edward Bernays b) James Grunig c) W. Timothy Coombs d) Philip Kotler	1	1
6	Kurt Lewin's change model includes a) Planning, Implementing, Reviewing b) Unfreeze, Change, Refreeze c) Plan, Execute, Evaluate d) Initiate, Execute, Control	1	1
7	Corporate reputation is mainly built through a) Advertising alone b) Long-term stakeholder relationships c) Short-term promotions d) Random media coverage	1	1
8	Intellectual Property Rights protect a) Employee benefits b) Creative and innovative works c) Corporate taxes d) Financial assets	1	1
9	Disaster management in PR focuses on a) Ignoring crises b) Planning and communication during disasters c) Only media coverage d) Financial accounting	1	1
10	Change communication aims to a) Avoid communication b) Reduce resistance to organizational change c) Stop innovation d) Eliminate leadership	1	1
Q. No.	SECTION A – II Answer all Questions in not less than 50 words (5x2=10 marks)	CO	KL
11	Define Corporate Public Relations.	2	2
12	Distinguish between Corporate Identity and Corporate Image.	2	2
13	Explain the importance of Corporate Communication Planning.	2	2
14	What is Issues Management in Public Relations?	2	2
15	Write a short note on Resistance to Change in organizations.	2	2

Q. No.	SECTION B Answer all questions in not less than 350 words (4 x10 = 40 marks)	CO	KL
16	a) Explain the major social, economic and technological trends influencing corporate communication. OR b) Discuss how technology and awareness influence public perception of corporate brands.	3	3
17	a) Describe the types and drivers of Corporate Communication in modern organizations. OR b) Analyse the challenges and opportunities of corporate communication in a transforming media environment.	3	3
18	a) Explain the concept of Corporate Governance and the role of ESG in modern businesses. OR b) Analyse the importance of Intellectual Property Rights and data protection laws in corporate communication.	4	4
19	a) Explain the role of Public Relations in Crisis Management with suitable examples. OR b) Analyse media relations strategies used during corporate crises.	4	4
Q. No.	SECTION C Answer all questions in not less than 750 words (2 x20 = 40 marks)	CO	KL
20	a) Evaluate the role of corporate communication in building organizational reputation and stakeholder trust. OR b) Critically evaluate Situational Crisis Communication Theory and its application in real corporate crises.	5	5
21	a) Design a corporate branding strategy for a new technology company to build identity, image and reputation. OR b) Create a comprehensive Change Communication Plan for an organization undergoing digital transformation.	5	6
