

M.A. DEGREE EXAMINATION, APRIL 2026
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : ELECTIVE

PAPER : STORYTELLING FOR PUBLIC RELATIONS

SUBJECT CODE : 23PR/PE/ST15

TIME : 1 ½ HOURS

MAX. MARKS: 50

Q. NO.	SECTION – A Answer all questions in not less than 50 words	(5x2=10)	CO	CL
1.	Define storytelling in Public Relations. Why is it considered a powerful communication tool in the digital age?		1	1
2.	Identify two reasons why storytelling is effective in communicating complex ideas in a data-driven world.		1	1
3.	a) What is Transmedia Storytelling? (1mark) b) What is meant by Brand Voice in PR storytelling? (1mark)		1 2	1 2
4.	Explain the Situation-Complication-Resolution framework used in storytelling.		2	2
5.	What is personal branding? Briefly explain how storytelling contributes to building a personal brand.		2	2
Q. NO.	SECTION – B Answer the following in not less than 350 words	(4x5=20)		
6.	a) Discuss the role of storytelling in influencing stakeholders and shaping public perception in Public Relations. (OR) b) Explain the characteristics of a compelling story and how these elements contribute to effective PR communication.		3	3
7.	a) Explain Miller's Model of Storynomics and evaluate its relevance in modern PR campaigns. (OR) b) Describe the process of crafting, producing and sharing compelling PR stories, with suitable examples.		3	3
8.	a) Discuss how storytelling can be used to build a strong personal brand on digital platforms such as LinkedIn, blogs and video content. (OR) b) Explain the KVP Formula (Knowledge, Victories and Passions) and its role in soft marketing and personal storytelling.		4	4
9.	a) Analyze how organizational storytelling can help companies build stronger connections with stakeholders and investors. (OR) b) Examine how storytelling can influence consumer perception in the marketing of products and services.		4	4
Q. NO.	SECTION – C Answer the following in not less than 700 words	(2x10=20)		
10.	a) Evaluate the role of organizational storytelling in brand building and reputation management. Illustrate your answer with examples from contemporary businesses. (OR) b) Small businesses often lack large advertising budgets. Explain how strategic storytelling can serve as a powerful marketing tool for small businesses, with suitable illustrations.		5	5

11.	a) Social media has transformed storytelling in Public Relations. Critically examine how brands use digital storytelling across multiple platforms to engage audiences. (OR) b) Design a storytelling strategy for a social cause campaign (such as climate change awareness, mental health advocacy, or gender inclusivity). Explain the narrative structure, target audience, storytelling platforms, and KPIs that would measure campaign success.	5	6
-----	---	---	---
