

## PUBLIC RELATIONS IN THE CORPORATE SECTOR

### SECTION –A

Answer all the questions in not less than 50 words (10x2=20)

- 1.What is political activism and consumerism?
- 2.What are the tools in PR?
- 3.How lobbying is effectively used by corporate organization?
- 4.Brief the benefits of educational courses and training programs in PR?
5. What do you mean by Product Specification?
- 6.Give an example of any corporate report you have come across?
- 7.List the advantages of an in-house employee communication journal?
- 8.What type of special events are conducted in Corporate PR?
- 9.How a press release is prepared?
- 10.Write the importance of welcome letter to the new Shareholder?

### SECTION-B

Answer any 5 the questions in not less than 250 words (5x8=40)

- 11.Discuss the technological and political trends and their impact on industry?
12. Explain the importance and impact of social media with a case study?
- 13.Describe some of the employee communications with corporate environment?
- 14..How the corporate prepares and distributes the annual reports?
- 15.Prepare the news releases and press statements for any current social awareness Campaign in Chennai city?
- 16.Examine the R&D associations and different types of trade?
- 17.Consumerism always benefit consumers-explain with examples?

### SECTION-C

Answer any 2 questions in not less than 1000 words (2x20=40)

- 18.Explain in detail the various benefits of C.S.R for a corporate organization with Examples?
- 19.How is ICT used as a tool for a corporate as internal and external Communication?
- 20.Prepare a presentation of any corporate sector and its PR functioning which you have visited or observed through media?
- 21.HANWHA SOLAR-a Corporate ,has the concept of 'SAVE ENERGY &SAVE ENVIRONMENT'.If you are a PRO to that corporate,how do you plan campaigns for Solar energy and give awareness about power consumption?