



17736



## BRAINWARE UNIVERSITY

Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2024

Course Name – Public Relations and Corporate Communications

Course Code - MSJ27303A (T)

( Semester II )

Full Marks : 40

Time : 2:0 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 10=10

1. Choose the correct alternative from the following :

- (i) According to PRSA, Public Relations is a strategic communication process that builds \_\_\_\_\_ relationships.
  - a) Short-term
  - b) One-sided
  - c) Mutually beneficial
  - d) Informal
- (ii) Which of the following is NOT a core concept of public relations?
  - a) Improving mutual understanding
  - b) Eliminating sources of misunderstanding
  - c) Manipulating public opinion
  - d) Using publicity and advertising
- (iii) What distinguishes an aware public from an active public?
  - a) Awareness without action
  - b) No problem recognition
  - c) High constraint recognition
  - d) Lack of media coverage
- (iv) What is the role of stakeholder feedback in corporate communication?
  - a) To improve strategies and enhance stakeholder relationships
  - b) To increase company sales
  - c) To reduce marketing expenses
  - d) To limit stakeholder influence
- (v) How does digital media impact external communication strategies?
  - a) It allows real-time interaction with global audiences
  - b) It makes traditional media obsolete
  - c) It reduces the need for stakeholder engagement
  - d) It limits the effectiveness of branding
- (vi) What is the main purpose of measuring communication effectiveness?

- a) To evaluate impact and improve future strategies                      b) To reduce communication efforts  
c) To limit stakeholder engagement                      d) To focus only on internal messaging
- (vii) How does CSR benefit a company?
- a) Enhances reputation and builds stakeholder trust                      b) Decreases brand value  
c) Reduces employee engagement                      d) Eliminates the need for corporate communication
- (viii) What is the first step in a crisis communication plan?
- a) Identifying potential risks and vulnerabilities                      b) Reacting without a plan  
c) Ignoring media inquiries                      d) Waiting for the crisis to resolve itself
- (ix) How does social media analytics help in campaign evaluation?
- a) By tracking audience interactions and engagement trends                      b) By ignoring user feedback  
c) By only counting the number of posts                      d) By focusing only on negative comments
- (x) Why is continuous monitoring important in a campaign?
- a) It helps make real-time adjustments for better outcomes                      b) It only matters at the end of the campaign  
c) It is not necessary in digital communication                      d) It is only relevant for crisis situations

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. How can companies use storytelling to enhance corporate communication? (3)  
3. What is SWOT analysis, and how does it help in campaign planning? (3)  
4. What are the key differences between PR and Corporate Communication? (3)  
5. What role does corporate social responsibility (CSR) play in meeting stakeholder expectations? (3)  
6. How does external communication differ from internal communication? (3)

OR

What role does media landscape understanding play in cross-cultural communication? (3)

**Group-C**

(Long Answer Type Questions)

5 x 3=15

7. How can public relations be used proactively when an organization faces a crisis? Discuss. (5)  
8. Design a public relations strategy for the launch of a new product. (5)  
9. Explain ways CSR can be integrated into a company's overall business strategy? (5)

OR

Assess the advantages and disadvantages of a public relations firm. (5)

\*\*\*\*\*