BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – M.Sc.(MSJ)-2022
Course Name – PR & Corporate Communication
Course Code - MMSJC203
(Semester II)

Full Marks : 60   **Time : 2:30 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 15=15

1. *Choose the correct alternative from the following :*

(i)   Corporate reputation is _____
   a) Not an image building exercise   b) Only about crisis management
   c) All about retaining best talent   d) Equal to social responsibility

(ii)   With _____, the existing industry competitors face turbulence and unpredictability.
   a) Regulation   b) Deregulation
   c) Press agentry   d) Public information

(iii)   _____ is all kinds of impressions that a community makes about any corporation.
   a) Corporate identity   b) Corporate brand
   c) Corporate image   d) Corporate personality

(iv)   _____ is published by brokerage firm.
   a) Daily newspapers   b) Market newsletters
   c) Trade magazines   d) Financial advertisements

(v)   Sponsoring educational and literacy programs, staging open houses and conducting plant tours improve
   a)   financial relations   b)   community relations
   c)   government relations   d) media relations

(vi)   The profile and values communicated by an organisation is called
   a) Corporate Identity   b) Corporate Image
   c) Corporate Goals   d) Corporate Reputation

(vii)   _____ is the newswire of the digital revolution?
   a) Newsletter   b) Press release

c) Blogging   d) Corporate magazines
(viii) Central agency of Government of India for dissemination of information of its policies,
          programmes and activities is?

          a) Publication Division   b) Directorate of Advertising and Publicity
          c) Press Information Bureau   d) Films Division
 (ix) In a SWOT scan, which of the following is an external factor?

          a) Threats   b) Strengths
          c) Weaknesses   d) None of the above
  (x)   Accuracy is not important in?

          a) Press Agent Model   b) Public Information Model
          c) Symmetrical Model   d) Asymmetrical Model
 (xi) PR has become an essential part of _____ communications.

          a) Marketing   b) Human Resources
          c) Finance   d) None of these
 (xii) An all-encompassing term that covers any statement that hurts someone's reputation?

          a) Appropriation   b) Defamation
          c) Piracy   d) Intrusion
(xiii) _____ constitutes one of the most important publics in corporate communication.

          a) Media   b) Internet
          c) Journals   d) magazines
(xiv) _____ is a form of broadcasting production that incorporate streaming video and
          audio on the internet to deliver a live press conference or event?

          a) Webcasting   b) Electronic media kit
          c) RSS   d) Satellite media tours
 (xv) Corporations often use _____ to promote their products or services, using well-known
          performer or other "name" figure as a spokesperson.

          a) Press conference   b) Web conferencing
          c) Satellite media tours   d) Blogging

Group-B
(Short Answer Type Questions)   3 x 5=15
Answer the following questions:

2. List down three guidelines for good media relations.   (3)
3. State the elements of a programme plan or campaign.   (3)
4. When should a press conference be organized? Discuss.   (3)
5. Distinguish between the internal and external factors of SWOT analysis   (3)
6. Prepare a list of items required in a press kit during an official launch of a perfume . (3)
7. How would you solve a crisis where a university catches fire and two students have sustained   (3)
     severe injuries.
8. How can digital marketing tactics be integrated into a campaign plan to reach a wider   (3)
     audience?
9. Analyse some common corporate values that companies might have?   (3)
10. Evaluate the challenges faced by multinational corporations in implementing consistent   (3)
     corporate governance practices across different countries and cultures.
                                                        OR
     How can a company ensure that its corporate design remains relevant and effective in a   (3)
     rapidly changing business environment?
                                                        OR

Describe the different types of corporate communication channels and give examples of when (3) each might be used.

OR

Evaluate the effectiveness of a company's current corporate communication strategy and (3) make recommendations for improvement.

Group-C

(Long Answer Type Questions)   5 x 6=30
Answer the following questions:

11. Trace the evolution of Public Relations   (5)
12. How might a business use public relations to manage relationships and communication?   (5)
13. What are the key tools and techniques used in Public Relations?   (5)
14. Point out ways organizations use external communication to build relationships with   (5)
    stakeholders?
15. How can effective communication help to prevent or mitigate a crisis, and what are some (5)
    strategies for communicating effectively in high-stress situations?
16. Design a public relations strategy for the launch of a new product.   (5)

OR

Create a plan for implementing corporate communication tools in an organization, taking into (5) account the different stages of the implementation process.

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