



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – M.Sc.(MSJ)-2023

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) The beginning of Public Relations date back to the early 1900s which witnessed the big change in _____? Recognise.
- a) India
b) United States of America
c) England
d) China
- (ii) _____ is the visual manifestation of the company's reality. Identify.
- a) Corporate logo
b) Corporate identity
c) Corporate Design
d) Corporate Reputation
- (iii) The first role of crisis management is to _____? Identify.
- a) Avoid media
b) Communicate
c) Never take responsibility for the crisis
d) Make "off the record" statement
- (iv) Identify which relations foster public understanding about the organization's values and beliefs.
- a) Employee relations
b) Media relations
c) Propaganda
d) Publicity
- (v) In a _____ reputational capital is lost. Choose.
- a) Crisis
b) Merger
c) Acquisition
d) Expansion
- (vi) Decision makers make more mistakes in tackling crisis issues because they _____ Identify.
- a) Become cognitively more rigid.
b) Rely a lot on available information
c) Are not concerned with the potential loss
d) Do not wish the crisis issue to die soon
- (vii) Corporate Image is about _____

- a) Image
c) Reputation
- b) Emotions
d) Symbols
- (viii) _____ of publics gives specific information about public communication.
- a) System Theory
c) Situational Theory
- b) Diffusion Theory
d) Social Exchange Theory
- (ix) Corporate identity is often conceived as the totality of a company's behaviour, communication and _____.
- a) Symbolism
c) Actions
- b) Expressionistic style
d) Nonverbal behaviour
- (x) Sponsoring educational and literacy programmes, staging open houses, and conducting industry and community tours improve _____.
- a) Financial relations
c) Government relations
- b) Community relations
d) Media relations
- (xi) Which of the following options is NOT a step executed in the public relations process?
- a) Research and analysis
c) Evaluation
- b) Programme Planning
d) Human Resource Management
- (xii) _____ should assess the potential effects of socio-cultural forces on their business, and they should manage the reputation and relationship with society at large.
- a) PR Practitioners
c) Employer
- b) Employees
d) None of these
- (xiii) In public affairs, public relations officials help top management in effectively.
- a) Developing Public Policies
c) Managing Media Relations
- b) Adapting Public Expectations
d) Managaing Communities
- (xiv) When public relations is used to support an organization's marketing objectives directly, it is called
- a) Integrated Marketing
c) Media Marketing
- b) Marketing Communications
d) Media Management
- (xv) A traditional media kit does not include
- a) News Release
c) Brochure
- b) Photographs
d) Video Clips

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the symmetrical model of public relations. (3)
3. Identify the publics as mentioned in situational theory. (3)
4. Interpret the meaning of corporate vision, mission, and values. (3)
5. How can a company ensure that its corporate design remains relevant and effective in a rapidly changing business environment? (3)
6. Examine 'audience' from the planning perspective. Why is audience segmentation important? (3)

OR

Explain the role of corporate philanthropy for maintaing sustainable relationships. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Illustrate the acronym RACE in public relations process. (5)

8. How does corporate identity differ from brand identity, and why is it important for companies to distinguish between the two? (5)
9. Examine how do new media tools impact the way companies communicate with their stakeholders? (5)
10. Interpret the concept of grassroots lobbying. (5)
11. How can a SWOT Analysis be used to identify opportunities and threats in the external environment? (5)
12. Describe the significance of corporate social responsibility. (5)

OR

Summarise the importance of building good media relations for any public relations practitioner. (5)
