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Brainware University
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – M.Sc.(MSJ)-2025

Course Name – Public Relations and Corporate Communications

Course Code - MSJ20407

(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) Public Relations primarily focuses on:

- | | |
|-------------------|--------------------------|
| a) Product sales | b) Relationship building |
| c) Market pricing | d) Direct advertising |

(ii) Corporate image refers to:

- | | |
|---|---------------------|
| a) Internal perception | b) Visual logo only |
| c) Public perception of an organization | d) Employee morale |

(iii) Which is a characteristic of effective PR?

- | | |
|-----------------|-----------------|
| a) Manipulation | b) Transparency |
| c) Secrecy | d) Propaganda |

(iv) Identify what does corporate culture refers to?

- | | |
|------------------|------------------------------|
| a) Office design | b) Shared values and beliefs |
| c) Brand logo | d) Market strategy |

(v) External communication focuses on? Classify.

- | | |
|----------------------|---------------------------|
| a) Employees only | b) Stakeholders and media |
| c) Internal policies | d) HR issues |

(vi) A key responsibility of PR personnel is _____.

- | | |
|--------------------|-----------------------|
| a) Manufacturing | b) Media coordination |
| c) Product pricing | d) Inventory control |

(vii) Employee engagement improves when _____.

- | | |
|--------------------------------|---------------------------------|
| a) Communication is restricted | b) Two-way communication exists |
| c) Feedback is ignored | d) Messages are delayed |

(viii) Stakeholder engagement aims to _____.

- | | |
|----------------------|-----------------------|
| a) Control publics | b) Build mutual trust |
| c) Suppress feedback | d) Avoid dialogue |

(ix) PR communication becomes ineffective when _____.

- a) Audiences are studied
c) Ethics are followed
- b) Feedback is ignored
d) Strategy is planned
- (x) CSR initiatives primarily contribute to _____. Classify.
a) Legal compliance
c) Market monopoly
- b) Social goodwill
d) Internal discipline
- (xi) Internal communication failures usually result in _____.
a) Employee alignment
c) Brand strength
- b) Organizational confusion
d) Trust building
- (xii) Corporate culture directly affects reputation because culture shapes _____.
a) Advertising budgets
c) Market share
- b) Employee behavior
d) Visual design
- (xiii) PR ethics are most challenged during _____.
a) Routine operations
c) Annual reporting
- b) Crisis situations
d) CSR events
- (xiv) Creating a CSR communication strategy requires alignment with _____.
a) Market trends
c) Media demands
- b) Organizational values
d) Advertising goals
- (xv) Designing CSR initiatives should involve _____.
a) Token actions
c) Media pressure
- b) Stakeholder participation
d) Advertising focus

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Analyze the relationship between corporate image and brand building. (3)
3. Write short notes on: press release and press conference. (3)
4. Explain the role of Edward Bernays in shaping Public Relations as a profession. (3)
5. Describe the roles and responsibilities of PR personnel in an organization. (3)
6. Differentiate between internal and external communication. (3)

OR

- Evaluate the importance of integrating media relations with social media strategies. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Write the differences between advertising and public relations and weigh the advantages of public relations over advertising. (5)
8. Explain the different types of publics as mentioned in Situational Theory of Publics. (5)
9. Explain the four models of Grunig and Hunt's Public Relations. (5)
10. Prepare the steps of conducting a public relations campaign on spreading awareness on a newly launched clothing brand. (5)
11. Illustrate the media relations techniques that can be applied in building a positive organizational image. (5)
12. Create an outline of a feedback mechanism to improve employee satisfaction as part of an internal communication campaign. (5)

OR

- Design a press release for the launch of a local sustainable brand. (5)

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