



BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – B.Sc.(MSJ)-Hons-2022
Course Name – Public Relations & Corporate Communications
Course Code - BMSJC402
(Semester IV)

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) Which of the following pioneers can be classified as the 'father of modern public relations'?
- | | |
|--------------|-------------------|
| a) Ivy Lee | b) Scott Cutlip |
| c) PT Barnum | d) Edward Bernays |
- (ii) Edward Bernays emphasised the concept of?
- | | |
|--------------------|--------------------------|
| a) Publicity | b) Scientific persuasion |
| c) Media relations | d) None of the above |
- (iii) Demonstrating the need for and encouraging the public to support an organization, primarily through financial contributions can be classified as?
- | | |
|------------------------|------------------------------------|
| a) Community Relations | b) Corporate Social Responsibility |
| c) Fund-Raising | d) Development Communication |
- (iv) Which of the following is not a step in the public relations process?
- | | |
|--------------------------|------------------------------|
| a) Research and analysis | b) Programme Planning |
| c) Evaluation | d) Human Resource Management |
- (v) Planning a news release involves?
- | | |
|-------------------------------|----------------------------------|
| a) Designing Key Messages | b) Setting Achievable Objectives |
| c) Selecting Primary Audience | d) All of the above |
- (vi) A government PR should be thorough with? Classify.
- | | |
|---|---|
| a) Know functioning of the government in its entirety | b) Give publicity to the government and not to individuals or political parties |
| c) Be able to issue suitable denials to counter distorted information or sensational reporting by the press | d) All of the above |
- (vii) List out what is corporate design concerned with?
- | | |
|--|---|
| a) Creating a positive corporate image | b) Developing a visual identity for the company |
|--|---|

- c) Employee training programs
 (viii) Identify the key differences between PR and corporate communication.
 a) Budget allocation
 c) Specific tools used
- d) Financial forecasting
 b) Target audience
 d) There is no significant difference
- (ix) Recognise the common mistake to avoid during crisis management.
 a) Delaying communication
 c) Seeking help from stakeholders
- b) Being transparent and honest
 d) Taking responsibility for the crisis
- (x) What is the purpose of budgeting in a PR programme plan? Identify.
 a) To monitor the situation
 c) To allocate financial resources
- b) To select media
 d) To evaluate feedback
- (xi) Identify the first step in developing a PR programme plan.
 a) Media Selection
 c) Situation Analysis
- b) Budgeting
 d) Feedback
- (xii) 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
- (xiii) The media can shape _____.
 a) Attitude
 c) Plane
- b) Opinion
 d) behaviour
- (xiv) Why is transparency important in Government PR? Select.
 a) To maintain trust with the public
 c) To spread propaganda
- b) To disinform people
 d) To shape public opinion
- (xv) Which of the following is a typical function of Government PR? Point out.
 a) Managing Crisis
 c) Selling services
- b) Developing PSAs
 d) All of the above

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write the factors to be considered for organizing a successful Press Conference? (3)
3. In order to develop a press kits, write down the items that are required. (3)
4. Explain the differences between public relations and public affairs. (3)
5. Distinguish between internal and external publics. (3)
6. Differentiate between lobbying and grassroots lobbying. (3)

OR

Distinguish between community relations and corporate social responsibility. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Classify the keywords and phrases found in most definitions of public relations. (5)
8. Illustrate atleast five responsibilities of a good Public Relations professional. (5)
9. How would you develop a crisis communication plan for a company facing negative media attention? Illustrate. (5)
10. Develop a press release for a launch of a new smartphone. (5)
11. Explain the principles and process of public relations. (5)
12. Summarise the internal and external factors of SWOT analysis. (5)

OR

Explain the various tools of public relations. (5)
