

This question paper contains 2 printed pages]

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S. No. of Question Paper : 6107

Unique Paper Code : 6292103602

Name of the Paper : Public Relations and Corporate
Communication

Name of the Course : B.A. (Hons.) Multimedia and Mass
Communication : NEP

Type of the Paper : DSC

Semester : VI

Duration : 2 Hours

Maximum Marks : 60

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt any *four* questions.

All questions carry equal marks i.e. 15 marks each.

1. Define Public Relations. Explain how Public Relations contribute to brand building and corporate reputation.
2. Explain the importance of media tracking in Public Relations. Discuss a case where media tracking helped a company manage a crisis.
3. Discuss the role of Public Relations in the social sector with at least *two* real case studies.

P.T.O.

4. What are the essential elements of an effective crisis communication plan ?
Discuss with examples.
5. How does Corporate Social Responsibility (CSR) contribute to sustainable development ? Explain with examples.
6. Write short notes on any *three* of the following :
 - (a) Digital PR
 - (b) Ethical Debates in Public Relations
 - (c) Press Release
 - (d) Corporate Identity
 - (e) Research in PR