

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1073

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Unique Paper Code : 6292103602

Name of the Paper : Public Relations and Corporate Communication

Name of the Course : **B.A. (Hons.) Multi Media and Mass Communication - NEP-DSC**

Semester : VI

Duration : 2 Hours

Maximum Marks : 60

समय : 2 घण्टे

पूर्णांक : 60

Instructions for Candidates

1. Write your Roll No. at an appropriate place on receipt of this question paper.
2. Attempt any four questions.
3. All questions carry equal marks i.e. 15 marks each.

1. Explain the Public Relations (PR) process and discuss how research, strategy, and evaluation contribute to an effective PR campaign.
2. Discuss the concept of publics and stakeholders in Public Relations and explain why identifying them is crucial for communication planning.
3. Explain the role of public opinion and persuasion as important skills in PR practice with relevant examples.

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4. Discuss the importance of Corporate Social Responsibility (CSR) in building corporate reputation with relevant examples.
5. Analyse how laws and ethics in Public Relations regulate organisational communication. Discuss the consequences of unethical PR practices with suitable examples.
6. Write short notes on any three of the following:-
 - (a) Media Monitoring
 - (b) Crisis Communication
 - (c) Press Release
 - (d) Corporate Identity