



Register Number:

Date:

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
M.A Advertising and Public Relations – I SEMESTER
SEMESTER EXAMINATION: OCTOBER 2019
APR 7419: PUBLIC RELATIONS: PRINCIPLES AND PRACTICES

Time: 2 ½ hrs

Max Marks: 70

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

This paper contains ONE printed page and THREE parts

I. Answer ALL the following questions in about 50 words each (5 X 2 = 10)

1. Write any two objectives of corporate communication.
2. Explain Paul Garrett's contribution towards Public Relations/ Corporate Communication.
3. Mention the four distinct approaches of Corporate Communication.
4. Write two points that differentiate Corporate Reputation and Corporate Image.
5. Write a mission statement for Karnataka Tourism Department.

II. Answer ANY FOUR of the following questions in 100 – 150 words each (4 X 5 = 20)

6. Who is a Thought Leader? How can one become a Thought Leader?
7. Explain four types of Internal Communications.
8. Write the key principles of External Communications.
9. Explain briefly the tools of External Communications.
10. Who is a stakeholder? Mention the different types of stakeholders and give examples.
11. Why does a company need a Newsletter?

III. Answer ANY TWO of the following questions in 350 – 400 words each (2 x 20 = 40)

12. Write the objectives of ideal external communication.
13. How do you hold a Press Conference?
14. Explain the process of Website Development.