

**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAHMUNDRY III B.A.
JOURNALISM AND MASS COMMUNICATION
SEMESTER-V
PAPER 5 – PUBLIC RELATIONS AND CORPORATE COMMUNICATION
MODEL QUESTION PAPER**

TIME: 2:30 Hours

Max. Marks: 50M

PART-A

Answer any THREE of the following questions

10X3=30M

1. Explain the meaning of PR and its functions?
2. Explain any two theories used in PR?
3. Explain in brief about maintaining good media relations?
4. Discuss the role of Public Relation departments in Central and state governments?
5. Examine the functions of corporate communication?
6. Discuss about strategic management?

PART-B

Answer any FOUR of the following questions

4X5=20M

7. Differentiate between Propaganda and Publicity
8. Edward Bernays
9. PRSI
10. DAVP
11. House Journal
12. Lobbying
13. CSR
14. Corporate branding