



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

### QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (HONS)	SEM: III
	OCT-2023

Sr. No.	Subject	Available
1.	131U08C301 – Public Relations & Corporate Communication (A)	
2.	131U08C301 – Public Relations & Corporate Communication (B)	
3.	131U08C301 - Public Relations & corporate communication (C)	
4.		
5.		
6.		
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10.		



LIBRARY



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<b>Semester (July 2023 to October 2023)</b> <b>Examination: End Semester Examination October 2023 (UG Programmes)</b>		
Programme code: 08	Class: SY	Semester: III
Programme: BA MCJ(H)		
Name of the Constituent College: S K Somaiya College (SKSC)		Name of the department: Mass Communication
Course Code: 131U08C301	Name of the Course: <b>Public Relations and Corporate Communication</b>	Duration: 2 Hrs Max. Marks: 60
Instructions:		

Question No.		Max. Marks	Co attainment
Q1	Assume that you are working as a public relations officer for a company specializing in organic food products. With a case study of a failed campaign in your company, try to make a crisis communication plan to resolve the issue.	15	C01
Q2 a)	Explain the significance of public relations in an organization and brief the qualities of a Public Relations Officer with suitable examples.	15	C
	OR		
b)	How is PR different from Advertising, Marketing and Branding. Critically analyze with relevant examples.	15	C
Q3. a)	Discuss <ul style="list-style-type: none"><li>corporate personality and corporate identity</li><li>Make a press release of 200 words on any latest android mobile phone to be launched in the market.</li></ul>	8 7	C04 and C03
	OR		
b)	Examine the major types of communications in Corporate Communication with suitable examples.	15	02
Q4	Write short notes on any three of the following.  A. Difference between PRO and spin doctors B. PR as performance recognition C. corporate culture and corporate image D. Earned media and paid media. E. Strategic Management.	(5x3=15)	CO1  CO5  CO4





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Question No.		Max. Marks	Co attainment
Q1	Design a press release on any new product or service of a company in such a way that it should be appealing to media and other stakeholders with respect to the format of press release.	15	C02
Q2 a)	Analyze the various guidelines for event management with suitable examples in the digital age.	15	C01
	or		
b)	Examine the significance of corporate social responsibility in corporate communication along with any major CSR case study as an example.	15	C02
Q3. a)	Discuss <ul style="list-style-type: none"><li>Differences between Corporate communications and public relations.</li><li>Make a pictorial representation explaining the relationship between various types of corporate communication.</li></ul>	8 7	C03
	or		
b)	Examine the major types of stakeholders in a corporate company with suitable examples.	15	CO4
Q4	Write short notes on any three of the following? <ul style="list-style-type: none"><li>rhetoric communication</li><li>media relations</li><li>campaign plan</li><li>branding and public relations</li><li>spin doctor</li></ul>	(5x3 =15)	CO 1 CO 4 CO3



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Question No.		Max. Marks	Co attainment
Q1	Demonstrate the significance of crisis management in public relations. Explain the same with an example and list down any 5 traits of a good crisis manager also.	15	C02
Q2 a)	Outline the major PR tools used by a PR practitioner and analyze its significance with suitable examples in the digital age.	15	C01
	or		
b)	Delineate the importance of strategic management in public relations with relevant examples	15	C03
Q3. a)	Discuss <ul style="list-style-type: none"><li>The differences between image and identity</li><li>The importance of corporate personality in corporate communications</li></ul>	8 7	CO2 and CO4
	or		
b)	Explain in detail the major types of stakeholders in a corporate company with relevant examples.	15	CO3
Q4	Write short notes on any three of the following: <ul style="list-style-type: none"><li>corporate culture</li><li>ethos, pathos, and logos</li><li>newsletters</li><li>Brand image</li><li>PR and Publicity</li></ul>	(5x3=15)	CO1, CO2, CO3, CO4