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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | | | |
| **BVOC FIMMAKING AND ANIMATION - IV SEMESTER** | | | | | | |
| **END SEMESTER EXAMINATION: JULY 2022**  **(SUPPLEMENTARY)**  **VO 4216 - Communication Skills** | | | | | | |
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| **Time- 2 1/2 hrs** | |  | **Max Marks-70** | | |  |
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| **This paper contains TWO printed pages and THREE parts** | | | | | | |

1. **Answer any FIVE questions in about 200 words each: (5X6 = 30)**
   1. Discuss the scope and need for corporate communication.
   2. Explain the meaning and functionalities of Public Relations.
   3. What makes a successful PRO? How does she/he maintain contact with the news media?
   4. What is the role of public relations in corporate organizations? Explain in detail.
   5. Write short notes on any TWO of the following
2. Internal Communication
3. Customer Relations
4. Community Relations
   1. What is Corporate Communication? What are the challenges of corporate PR?
   2. Discuss the role of Public Relations in the image management of a celebrity.
5. **Answer any TWO questions in about 350 words each: (2X10 = 20)**
6. What are the major differences between Advertising and Public Relations? Explain with examples.
7. Define any TWO of the following terms:  
   a. Investors Relations  
   b. Internal Publics  
   c. Media Invite

d. Press release

1. Explain with examples the various tools used in Public Relations.
2. What is crisis management? What is the role of a PRO during a crisis?
3. **Answer any ONE question in about 550-600 words: (20X1 = 20)**
4. Political parties hire Public Relations Agencies to manage their image, especially during elections. Comment.
5. What is the role of PR in government? Explain in detail three suitable examples of public service announcements where PR has been successful.
6. In June 2015, Maggi was banned for six months across India after the Food and Drug Administration (FDA) of India found much higher than permissible amounts of lead in samples of Maggi - 2- minute noodles. The company had to recall 38,000 tons of Maggi noodles from the market. In November 2015, the Supreme Court relaxed the ban. The CEO planned to spend heavily on advertising and brand-building initiatives in addition to stepping up consumer engagement on digital platforms.  
   What is the role of digital media in promotion? Devise a social media engagement plan to revive the Maggi brand in India and also to regain consumer trust and increase sales.

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