**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session:

**MA ADVERTISING & PUBLIC RELATIONS – III SEMESTER**

**SEMESTER EXAMINATION: DECEMBER 2022**

**(Examination conducted in December 2022)**

**APR9122: CORPORATE COMMUNICATIONS**

**Time: 11/2 Hours Max Marks: 35**

**This page contains ONE printed sheet and THREE parts**.

1. **Write short notes on any THREE of the following questions in about 200 words each.**

**(3 x 5 = 15)**

1. Freelance Journalist

2. Non-Governmental Organization (NGO)

3. Public Relations Agency

4. Content and Design

5. Social Media

1. **Answer any TWO of the following questions in about 350 words each. (2 x 5 = 10)**
2. Explain the need for a business organization to take up community initiatives.
3. Elucidate the importance of Investor Relations for a publicly listed company
4. Examine the Code of Ethics to be followed by a Corporate Communications professional
5. **Answer any ONE of the following in about 500 words (1 x 10 = 10)**
6. What are the various Steps involved in developing an Internal Communications Strategy? Briefly describe each one of them
7. Define “Press Release”. Briefly describe the various steps involved while preparing for a “Press Conference”.

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