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Registration no:

Date: 16-04-2018 ( 9am)

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

**BVOC Filmmaking & Animation - IV SEMESTER**

**SEMESTER EXAMINATION – April 2018**

**VO 4216 – Communication Skills IV**

**(Corporate Communication)**

**Time: 2 ½ hours Maximum marks: 70**

**This paper has ONE printed page and FOUR parts**

1. **Write short notes on any FIVE of the following in 70 words each (5 x 3 = 15)**
2. Corporate Culture
3. Propaganda
4. PR Counselling
5. Social Media and PR
6. Lobbying
7. CSR
8. **Answer any FOUR of the following in about 150 words each (4 x 5 = 20)**
9. What is the primary purpose of vision, mission, goals and objectives in an organization?
10. Explain the PR process with examples.
11. What are the basic attributes of a PR professional?
12. Who is a spokesperson of an organization? What is his or her role with the media during a crisis?
13. Write a note on Advertising and Publicity with reference to Public Relations.
14. **Answer any TWO of the following in about 300 words each (2 x 10 = 20)**
15. How have social media platforms such as Twitter, Facebook and Instagram played significant roles in the promotion of films? Give an account of interesting cases with reference to this question. (A minimum of ONE case is expected )
16. Write a detailed note on Media Relations and Customer Relations.
17. What is a campaign? What is the process of carrying out campaigns? What are the requirements?
18. **Answer the following question in about 500 words (Compulsory)(1 x 15 = 15)**
19. How is a PR agency structured to carry out its duties? What is the present status of Public Relations as a profession in India?

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