Register Number:

DATE:

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

**MA JOURNALISM AND MASS COMMUNICATION- II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2018**

**MC 8317: Public Relations**

Time – 21/2 hr Max Marks – 70

**This paper contains ONE printed page and THREE parts**

1. **Answer any FIVE of the following questions in 100 words each (5X5 = 25)**
2. State the various types of stakeholders (publics) to prioritize in PR.
3. Explain the terms: a) Ghost writing b) Position Papers
4. Discuss four distinguishing features in Newsletters.
5. Define CSR and explain its importance in corporate branding.
6. How is advertising different from PR? Give 2 examples.
7. Define “Dominant Coalition” and it’s role in strategic PR.
8. Explain the four tools for PR campaign.
9. **Answer any THREE of the following questions in 300-400 words (3X10 =30)**
10. Discuss in detail the main guidelines in Grunig’s ‘Excellence Theory’ as a tool for conflict resolution.
11. Elucidate the five principles in the design of an effective persuasive communication.
12. With suitable examples, discuss the relevance of law and ethics in the area of PR management.
13. Integrate Rokeach’s value hierarchy with the market research and PR campaign of a company.
14. **Answer the following question (Compulsory) (1x15 = 15)**
15. Using Tristan Harris’ article (Our Minds have been Hijacked by our Phones) as a reference, design a position paper for your non-profit company (XYZ Pvt Ltd) to illustrate how tech addiction is ruining the way we live, work and communicate with our family and community.