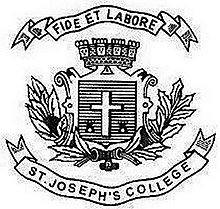
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**Register No:**

Date:

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

**BVOC FILMMAKING/ ANIMATION - IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2019**

**VO 4216 COMMUNICATION SKILLS – IV**

**Time: 2 ½ Hrs Maximum Marks:70**

***This question paper has ONE printed page and THREE parts***

1. **Answer any FOUR in not more than 100 words each (4x5 = 20)**
2. Product Placement
3. Marketing
4. Advocacy in Advertising
5. CSR
6. Press Release and PR
7. PRSI
8. **Answer any TWO questions in about 200 words each (2x 10= 20)**

7. What are the principles of Public relations?

8. Explain the stages of Public relations.

9. Elucidate on the practices of a PR professional.

1. **Answer any TWO of the following questions in about 400 words (2 x 15 = 30)**

10. What are the characteristics of corporate communciation? Explain.

11. Design a PSA for Indian Tourism and create a strategy for a campaign.

12. Elaborate on different tools of Public Relations.

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