

Register No:

Date: 17-04-2017

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

BVOC – IV SEMESTER

SEMESTER EXAMINATION – April 2017

**VO 4216 - Communication Skills - IV**

**Time: 2 ½ hours Maximum marks: 70**

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

1. **Write short notes on any FOUR in about 150 words each: (4 x 5 = 20)**
2. Corporate Advertising
3. Public Relations Counseling
4. House Journal
5. Corporate Social Responsibility
6. Media Relations
7. **Answer any TWO of the following 450 words each: (2 x 15 = 30)**
8. Explain in detail the different tasks PR agencies can carry out for their clients.
9. Illustrate and explain the organization structure of a PR agency.
10. With reference to the Indian context in the present scenario, reflect upon any two PR activities carried out in various situations.
11. **Answer any TWO of the following in about 250 words each: (2 x 10 = 20)**
12. Discuss the significance of ethics in the profession of Public Relations.
13. What are the key roles played by social media in Public Relations

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