



Y. & M. Anjuman Khairul Islam's
POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University.)

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MBA-HRD (SEM - IV)
402: PR & CORPORATE COMMUNICATION
(2020 PATTERN)

SHORT QUESTIONS

1. What are the fundamentals of public relations?
2. Give the definition of Public relations.
3. What does “public relations” mean to you?
4. Why do you use social media to help your clients?
5. What are the techniques of Public relations?
6. How does PR work?
7. What is News?
8. How good news should be written?
9. What do you mean by public relation problem?
10. How to design a PR Campaigns
11. What is the difference between PR and Corporate Communications?
12. What is the difference between PR and advertising?
13. What are the types of corporate communication?
14. What is the scope of corporate communication?
15. What is identity in corporate communication?
16. What are the ethics of PR?
17. Is PR a type of marketing?
18. What is good corporate communication?
19. What are different purposes of corporate communication in a workplace?
20. What are the five codes of ethics?
21. What is a professional behavior?
22. What is meant by professionalism?
23. What are the 4 phases of crisis?
24. What are the 3 branches of corporate communication?
25. What is the most widely used PR tool?