DECEMBER 2023 **P/ID 36810/PJO2K**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Strategic Communication
2. Digital Marketing
3. Crisis impact
4. Risk communication
5. Early warnings
6. Feedback loops
7. Opinion Leaders
8. Social influence
9. Message Framing
10. Behavior change
11. Fear appeals
12. Hazard

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What is the purpose of public relations in communication planning?

14. Why is effective risk communication crucial during a crisis situation?

15. What is the multi-step flow approach to communication?

16. What is social influence and how can it be leveraged in communication campaigns?

17. What role does feedback play in evaluating the effectiveness of a communication campaign?

18. How do online reputation management techniques differ for individuals and organizations?

19. What strategies can be employed to optimize a website for search engines optimization (SEO)?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Critically evaluate the different types of communication strategies and discuss their strengths and weaknesses.

21. Discuss the relationship between risk, safety hazard, vulnerability, resilience, and anti-fragility.

22. Explain the benefits of using a toolbox approach to communication campaigns.

23. Evaluate the factors that should be considered when selecting media for communication campaigns and discuss the advantages and limitations of different media channels.

24. Evaluate the impact of content marketing on audience engagement and brand loyalty, providing examples of successful content marketing campaigns.

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