DECEMBER 2024 **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. Planned Communication

2. Public Relations

3. Risk Perception

4. Anti-fragile

5. Crisis Impact

6. Systems Theory

7. Social Marketing

8. Sender Role

9. Behavioural Change

10. Crisis Communication

11. Fear Appeals

12. Social Media Analytics

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What is the purpose of strategic communication in advertising?

14. Discuss the basic idea of the multi-step flow approach.

15. What role does the message play in mediated communication?

16. How does social marketing apply to communication campaigns?

17. Explain the use of digital metrics in online campaign planning.

18. How does the sender influence the success of a campaign?

19. What are the key features of behavioural change communication?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Describe the nature of communication planning and its basic strategies.

21. Analyze the psychological correlates of risk perceptions in strategic messaging.

22. Discuss how systems theory perspectives apply to communication campaigns.

23. Explain the process of designing a campaign using communication models.

24. Evaluate the role of evidence-based planning in digital marketing campaigns.

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