MAY 2023 **P/ID 36810/PJO2K**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions each in 50 words.

1. Planned Communication
2. Public Relations
3. Crisis
4. Risk perceptions
5. Audience Segmentation
6. Media selection
7. Evaluation metrics
8. Target audience
9. Persuasion
10. Outrage factors
11. Search Engine Optimization (SEO)
12. Influencer Marketing

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions each in 250 words.

13. What are the basic strategies involved in communication planning?

14. What are the key elements of effective risk communication?

15. What is the role of feedback loops in improving communication effectiveness?

16. What are gatekeepers, and how do they impact the flow of information in mass media?

17. What are the key components of a behavioral change communication campaign?

18. How does crisis communication differ from regular communication strategies?

19. What are some best practices for online campaigns?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions each in 500 words.

20. Discuss the role of planned communication in shaping public health campaigns and promoting healthy behaviors.

21. Discuss the role of technology in enhancing early warnings and crisis response, focusing on recent advancements and their potential implications.

22. Critically assess the effectiveness of multi-step flow approaches in the age of social media, considering the influence of online opinion leaders and digital communities.

23. Discuss the future of communication campaigns in the age of artificial intelligence and big data.

24. Discuss the different digital marketing tools and strategies that can be used to implement online campaigns.

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