MAY 2024 **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. Strategy
2. Brand Communication
3. Political marketing
4. Crisis Communication
5. Disaster Mitigation
6. Communication problem BCC
7. Toolbox thinking
8. Communication objectives social marketing
9. Audiences Fear Appeals
10. Decoding Risk perception
11. Message Design Communication Models
12. Online Reputation Management

PART B — $(5 \times 6 = 30$ marks)

Answer any FIVE questions each in 250 words.

13. What are the different types of communication strategies?

14. What is the concept of planned communication and why is it important?

15. What are social marketing perspectives on communication?

16. What are the different types of communication models?

17. Explain theories of risk communication.

18. What tools are available for measuring website traffic and user behavior?

19. What are some key principles for designing effective fear appeals in messages?

PART C — $(3 \times 10 = 30$ marks)

Answer any THREE questions each in 500 words.

20. Analyze the role of communication planning in political campaigns and election strategies.

21. Explore the key elements of effective risk communication and discuss strategies for improving communication efforts.

22. Explain the principles of social marketing and discuss how they inform the design and implementation of communication campaigns.

23. Discuss the impact of digital media on the effectiveness of communication campaigns, considering factors such as reach, engagement, and interactivity.

24. Analyze the role of social media platforms in shaping public opinion during crises, using real-world examples to illustrate the influence of social media on crisis communication.

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