



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2026

Course Name- PR & CORPORATE COMMUNICATION

Course Code- MAMCD 203

Full Marks= 30

1x15=15

Q1. Choose **any two** company, institution, NGO or government organization and research and identify their public relations activities. Then prepare a report covering:

- a) The **organizational profile** including the background, objectives and functions of the organization and identifying the internal and external publics.
- b) **Analysis of the PR activities** including the PR tools used, media coverage, Social media presence, CSR activities, crisis handling approach, ethics etc.
- c) Highlight the **strengths and weaknesses** of the communication strategies and offer suggestions for improvement.

1x15=15

Q2. Select **any two** PR agencies and offer an analysis of their operations. Highlight the history and background of the agency, its organizational structure, media relations, diversity of services offered and major client profile. Examine how the agency plans and executes communication in relation to the uniqueness and creativity of the campaigns. Also offer an analysis of the crisis campaigns they have handled and comment on the successes and failures of their strategies.
