

SYBMM
SEMESTER III
PUBLIC RELATIONS

Time: 2 hours 30 mins

Marks: 75

Note: All questions are compulsory

Figures to right indicate marks

Q1A) What are the objectives and functions of Public Relations? (15)

OR

Q1B) What is damage control? Explain in details about crisis communication in public relations? (15)

Q2A) How is marketing different from public relations? (8)

B) What is the difference between public relations and journalism? (7)

OR

Q2 C) What is the meaning of Media Pitch and when can it be issued? (8)

D) What are the steps of Corporate community Action Programme? (7)

Q3A) Explain content in public relation. (8)

B) What are the techniques of impression management? (7)

OR

Q3C) Who are the external public in public relation? (8)

D) How does outsourcing public relations help? (7)

Q4A) What are the public relations personnel code of corporate ethics? (8)

B) What is the role of brand ambassador in public relations? (7)

OR

Q4C) Discuss the need of corporate social responsibility in Public relations. (8)

D) Why maintaining good media relations important for public relations? (7)

Q5) Write Short Notes on:(any three) (15)

- A) Recent trends in public relations
- B) Consumer activism
- C) Corporate citizenship
- D) Need for public relations in services
- E) Four point public relation process