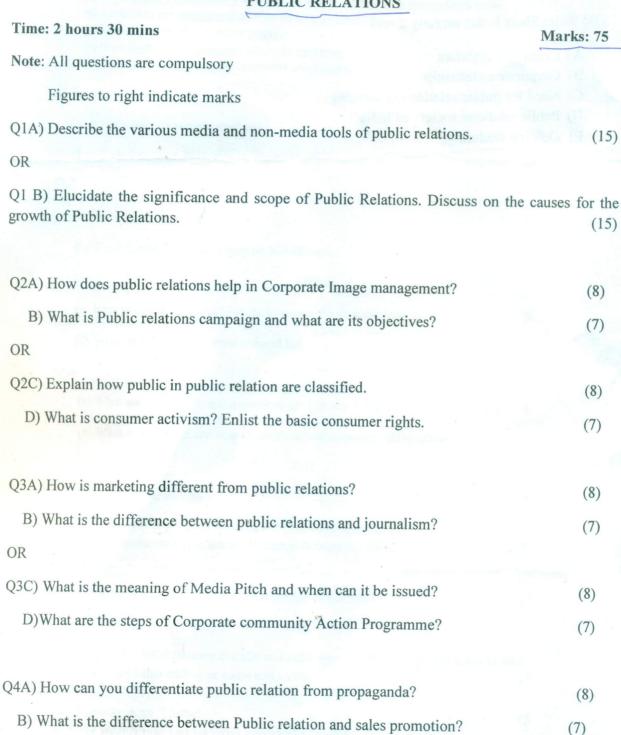
S.Y.BMM - SEM III - A.T. K.T. - Feb' 20

P.R.

## **SYBMM**

## SEMESTER III PUBLIC RELATIONS



OR

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Q4C) Enumerate the functions of Public relations.	(8
D) What are the PR skills required to make a career in public relations?	(7
Q5) Write Short Notes on:(any three)	(1:
A) Consumer activism	
<ul><li>B) Corporate citizenship</li><li>C) Need for public relations in services</li></ul>	
D) Public relations society of India  E) Opinion leaders	
-/ - F	