

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

P.R.
14.2.20



SYBMM
SEMESTER III
PUBLIC RELATIONS

Time: 2 hours 30 mins

Marks: 75

Note: All questions are compulsory

Figures to right indicate marks

Q1A) Describe the various media and non-media tools of public relations. (15)

OR

Q1 B) Elucidate the significance and scope of Public Relations. Discuss on the causes for the growth of Public Relations. (15)

Q2A) How does public relations help in Corporate Image management? (8)

B) What is Public relations campaign and what are its objectives? (7)

OR

Q2C) Explain how public in public relation are classified. (8)

D) What is consumer activism? Enlist the basic consumer rights. (7)

Q3A) How is marketing different from public relations? (8)

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

OR

Q3C) 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)

Q4A) How can you differentiate public relation from propaganda? (8)

B) What is the difference between Public relation and sales promotion? (7)

OR



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) (15)

- A) Consumer activism
- B) Corporate citizenship
- C) Need for public relations in services
- D) Public relations society of India
- E) Opinion leaders