

SYBMM sem III Reg & A.T.K.T. Exam Oct 2019.

11/10/19.

SYBMM
SEMESTER III
PUBLIC RELATIONS



Time: 2 hours 30 mins

Marks: 75

Note: All questions are compulsory

Figures to right indicate marks

Q1A) Elucidate the significance and scope of Public Relations. Discuss on the causes for the growth of Public Relations. (15)

OR

Q1B) What is corporate citizenship? Explain the need for corporate social responsibility in public relations? (15)

Q2A) How can you differentiate public relation from advertising? (8)

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

OR

Q2C) Enumerate the objectives of Public relations. (8)

D) What are the PR skills required to make a career in public relations? (7)

Q3A) What are the various publication that fall under the domain of public relations ? (8)

B) What is new age media in context of public relation? (7)

OR

Q3C) How can a press conference help as a tool for public relation? (8)

D) Describe the steps in crisis communication plan (7)

Q4A) How does public relations help in Corporate Image management? (8)

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



OR

Q4C) Explain how public in public relation are classified.

(8)

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

(7)

Q5) Write Short Notes on:(any three)

(15)

- A) Public relations society of India
- B) Complain handling
- C) Opinion leaders
- D) Event management and public relations
- E) Sales promotion campaign