PRN:

Course Code: MCAR 128R

Third Year **BA.JMC** End Semester Examination Summer 2022-23

Introduction to Public Relations

Day and Date: Thursday, 15/06/2023 Max Marks: **100**

Time: 10.30am to 1.30pm Duration: **03** hrs.

		Marks	Bloom's Level	CO
Q.1	**Attempt the following**			
a)	Define Public relation definitions and importance of PR	08	1	1
b)	Trace history and evaluate public relations.	08	1	1
	OR			
b)	Interpret the concept of 'Public', 'Opinion' and 'Public Opinion'	08	1	1
Q.2	**Attempt the following**			
a)	What are the various media tools used by a PR Professional? Describe the skills required to be an effective PR professional.	08	1	1
b)	What are the factors to be considered for organizing a successful 'Press Tour'	08	1	2
	OR			
b)	Interpret the press release is important tool for external public, explain the writing technique.	08	1	2
Q.3	**Attempt any two from the following**			
a)	Explain about the central government public relation organizations How to help them for implementing his policies	08	2	3
b)	Advertising and PR is a different concept, are you agree? Define the concept in detail	08	2	3
c)	House journal is help to organizations image building, What and how to help them	08	2	3
Q.4	**Attempt any two from the following**			
a)	Interpret role of PR in political leader campaign explain the preparation and implementation process	08	3	4
b)	Explain the functions of PR with suitable examples. Why a Public Relation campaign needs the support of Corporate Social Responsibility?	08	3	4
c)	What is crisis communication? How should a PR person make a crisis communication plan? Give an example of a company that was successful in solving its crisis through good PR.	08	3	4
Q.5	**Attempt any Two of the following**			
a)	Explain the strategic key components for doing effective PR through digital media.	09	4	5
b)	PR creates the environment for brand activation.' Explain with the help of suitable social media and offline media examples.	09	4	5
c)	As a PRO of a multinational company, you have been asked by the management to organize an exhibition. How will you effectively use social media to execute it?	09	4	5
Q.6	**Attempt any Two of the following**			
a)	Community Relations is an important element of Corporate Social Responsibility. Discuss	09	5	6
b)	Critically comment on the Public Relations Principles and ethics with reference to current PR scene in India.	09	5	6
c)	How is PR different from Propaganda, Public Opinion and Publicity? Discuss. Explain with appropriate examples.	09	5	6

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