
General Instructions :

- 1) Answer to question 1 is compulsory.
 - 2) Answer ANY THREE from the remaining four questions.
 - 3) Figures to the right indicate full marks.
- Q. 1**
- a) Who are the various "Publics" in Public Relations? What are its types, State any five each? (06)
 - b) Define 'Public Relations' and 'Media Relation'. (02)
 - c) State the difference and / or similarities between the following.
 - 1) PR and advertising (02)
 - 2) PR and Journalism (02)
 - 3) PR and Marketing (02)
- Q.2**
- a) What are the tools of Public Relation ? (02)
 - b) What are the important factors to be kept in mind when organising a Press conference. (04)
 - c) How is a good press release written ? (02)
 - d) Draft a press release for a 'Sports Shoe' manufacturing company, launching a new 'Leather Bag' company under their National Company Banner. (04)
- Q.3**
- a) Why is Group Communication essential ? What are the characteristics of a Group? (06)
 - b) Explain briefly the followings : -
 - i) The Chairman and his Qualities (02)
 - ii) Minutes and Agenda (02)
 - iii) Commonly used terms in Meetings. (02)
- Q. 4**
- a) What is a PR strategy ? (01)
 - b) What role does PR play in a crisis situation ? (02)
 - c) What is the importance of 'Ethics' in PR ? (03)
 - d) What is media Relations ? Why is it important for a PR person ? (06)
- Q.5 Write Short Notes on (ANY TWO).** (12)
- i) Press Release and Press Report.
 - ii) Globalisation and Privatisation.
 - iii) Code of Athens and PRSI.
 - iv) Role of PR in Non-Profit Sectors.
 - v) Role of PR in Manufacturing Sectors.
 - vi) Role of PR in Government Sector.

