

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**Sixth Semester**

B.A. English Literature and Communication Studies (Two Main)

Core Course—PUBLIC RELATIONS—II

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer all questions in a sentence or two each.
Each question carries 1 mark.*

1. What is grapevine ?
2. What is open house ?
3. Hard outs are ———.
4. What are the tools for outdoor publicity ?
5. Define "public relations".
6. What is media planning ?
7. Explain the term social audit.
8. USP is referred to as ———.
9. Explain the term media mix.
10. Who is the Information and Broadcasting Minister in the Central Government ?

(10 × 1 = 10)

Part B

*Answer any eight of the following questions in two or three sentences each.
Each question carries 2 marks.*

- | | |
|--------------------------|---------------------------|
| 11. Community relations. | 12. Brand Ambassador. |
| 13. News letter. | 14. RTI. |
| 15. IPRA. | 16. Exhibitions. |
| 17. PR Counselling. | 18. Dyadic Communication. |
| 19. Marketing mix. | 20. Lobbying. |
| 21. PIB. | 22. Embargo. |

(8 × 2 = 16)

Turn over

Part C

*Answer any six of the following in a short paragraph of not more than 50 words each.
Each question carries 4 marks.*

23. How surveys can be helpful in designing an effective PR campaign ?
24. "The job of a PR professional is not promoting paid news culture"—Analyse this statement.
25. What are the various steps involved in event management ?
26. Why feedback is important in public relation ?
27. What are the qualities required for a PRO ?
28. "Evaluating public opinion is an important function of a PR professional." Elucidate this statement.
29. What are the differences between advertising and public relations ?
30. "Crisis management is a formidable challenge for a PR professional." Analyse this statement.
31. Discuss the role of PR in rural communication.

(6 × 4 = 24)

Part D

*Answer any two questions in an essay of about 300 words each.
Each question carries 15 marks.*

32. Design a PR campaign which highlights the achievements of any government department of your choice.
33. Discuss the ethics in public relations.
34. Discuss the role of PR in the image building of a organisation.
35. Trace the origin and development of public relations in India.

(2 × 15 = 30)