



QP CODE: 25020665



25020665

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE  
EXAMINATIONS, FEBRUARY 2025**

**Sixth Semester**

B.A English Literature and Communication Studies Model III (Double Main)

**CORE COURSE - EN6CRT04 - PUBLIC RELATIONS 2**

2017 Admission Onwards

8452AEFE

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. PRSA.
2. Spin Doctoring.
3. Code of Athens.
4. Strategy.
5. Stake Holders.
6. Press Conference.
7. Brand Identity.
8. Corporate Colour.
9. Brand Personality.
10. PIB.
11. Manufacturing Industries.
12. Define Crisis Management.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What is the essential traits of a Public Relations Officer?





14. What are the ethical concerns in PR?
15. Explain Code of Venice.
16. What are the differences between advertising and Public relations?
17. Evaluating Public Opinion is an important function of a PR professional."Elucidate this statement.
18. What is corporate social responsibility? How does PR promote social responsibility?
19. What is Tourism PR? Describe the justifications for PR in tourism Industry.
20. Write the role of a Public relations Officer in a Public Sector.
21. Write a short note on 'On the Job training to PR Agency'.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Is Public Relations a management function? Substantiate your views.
23. What is Corporate Public Relations? Explain the broad areas of corporate PR.
24. Examine the impact of technology in Private Sector PR in India.
25. Design a multi media PR Campaign to solve an identified problem of your organisation. Describe each component of the campaign with examples.

(2×15=30)

