

QP CODE: 24000907



Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

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

CORE COURSE - EN6CRT04 - PUBLIC RELATIONS 2

2017 Admission Onwards

B19C6078

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Edward L Bernays.
2. Spin Doctoring.
3. Code of Athens.
4. Code of Athens.
5. Strategy.
6. Stake Holders.
7. Social Audit.
8. Corporate Colour.
9. Brand Personality.
10. Social Impact Assessment.
11. Manufacturing Industries.
12. Crisis Plan.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Is Public Relations a profession? Why or Why Not?
14. What are the ethical concerns in PR?





15. What are the differences between advertising and Public relations?
16. Evaluating Public Opinion is an important function of a PR professional."Elucidate this statement.
17. What do you mean by media relations? Explain the factors that the need for good media relations.
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. Discuss the role of PR in rural communication.
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. Explain the qualities of PRO.
23. Is Public Relations a management function? Substantiate your views.
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)

