



QP CODE: 23104729

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATIONS, FEBRUARY 2023**

First Semester

B.A Political Science Model II Mass Communication and Journalism

Complementary Course - PS1CMT06 - FOUNDATIONS OF PUBLIC RELATIONS

2017 Admission Onwards

E2D8D0B1

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Explain the term Viral Media.
2. Explain the term stakeholder relations.
3. Define Public Relations Agency.
4. Explain in brief the importance of PR in public sector.
5. Explain the term Lifestyle PR.
6. Explain the term Focus Group.
7. List out the tools used for Community Relations.
8. Write a note on Press conferences.
9. Write note on Hoardings and display boards.
10. Explain the term blog.
11. Define the term Public.
12. Define the term spin.

(10×2=20)





Part B

*Answer any **six** questions.*

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

13. Write briefly on the history of PR in India.
14. Explain the organisational functions of PR.
15. Describe the factors which help in effective internal communication within the organisation.
16. Explain the functioning of Govt sector PR.
17. Describe the role of PR in perception management of a firm.
18. Explain the significance of Corporate Philanthropy as a tool in community relations.
19. Compare the strengths and weaknesses of Print media with visual media.
20. Explain the PR mix for publicity.
21. Explain the functions of corporate communications.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss in detail the scope and development of Public Relations in modern age.
23. The ethical standards of PR is grounded on truth and justice. Examine the statement.
24. Analyse the importance of planning in the successful execution of PR programmes.
25. Explain how corporate advertising can be used to improve the image of an organisation with suitable examples.

(2×15=30)

