

TB145310A

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016
SEMESTER V – CORE COURSE (COMMUNICATIVE ENGLISH)
CE5PR – PUBLIC RELATIONS I

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark.

1. On which day do we celebrate Public Relations Day in India?
2. What is known as the Fourth Estate?
3. State the full form of CSR?
4. What is a media kit?
5. Who is the author of How to Win Friends and Influence People?
6. 'Solutions for a small planet' is the slogan of.....?
7. What is Spin?
8. In which year was the PRSI established?
9. Who is known as the first lady of PR?
10. Who coined the term Public Relations?

(10x1= 10)

PART B

II. Answer any eight questions. Each question carries 2 marks.

11. Public Opinion
12. PIB
13. IPRA
14. Internal PR and External PR
15. House Journals
16. Propaganda
17. Dark PR
18. Dialogue and Empathy
19. Consumer Complaints Council
20. Public in PR
21. Any 2 PR agencies in India
22. Image in PR

(8x2=16)

PART C

III. Answer any six questions. Each question carries 4 marks.

23. State the differences between PR and Advertising.
24. Public Relations in India.

25. Briefly discuss ethics in PR.
26. Define media relations. How can PR successfully use media?
27. What are the qualities of a good PRO?
28. Explain any 4 tools of PR.
29. Explain the concept of Corporate PR.
30. What are the new trends in the PR sector?
31. 'PR is an effective tool for Brand building'. Explain.

(6x4 = 24)

PART D

IV. Answer any two questions. Each question carries 15 marks.

32. Explain the origin and evolution of Public Relations.
33. Prepare a PR campaign for the success of Government literacy programme in villages.
34. Explain the organisational pattern of a Public Relations office.
35. What can Public Relations do? Describe the ways in which PR can help your organisation.

(2x15= 30)