

TB 145310

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION OCTOBER 2016

SEMESTER V – COMMUNICATIVE ENGLISH

CE5PRI – PUBLIC RELATIONS I

Time: Three hours

Maximum Marks: 80

PART A

I Short answer questions (Answer all questions. Each question carries 1 mark)

1. Who developed the modern press release?
2. State the full form of PRSA.
3. What does the Gallup Organisation do?
4. Who are opinion leaders?
5. Who coined the term Public Relations?
6. When was the Right to Information Act passed?
7. What is USP?
8. What is grapevine?
9. 'Life's Good' is the slogan of.....
10. What is a publishable press release?

(10 x 1= 10)

PART B

II Brief answer questions (Answer any eight questions. Each question carries 2 marks)

11. Write a short note on the father of Public Relations
12. Difference between Publicity and PR.
13. Downward Communication
14. What is an In-house magazine? Give 2 examples.
15. Public Opinion
16. Press kit
17. Spin
18. PIB
19. Image in PR
20. Strategies for media relations used by PR
21. Lifestyle PR
22. Publics in PR

(8 x 2 = 16)

PART C

III Descriptive (Short essay questions) (Answer any six questions. Each question carries 4 Marks)

23. What are the qualities and qualifications of a PR officer?
24. How can you evaluate the results of a PR work?
25. Explain the concept of ethical PR.
26. Elements of PR
27. How can exhibitions and trade fairs be used as PR tools?
28. PR is gaining popularity in modern business. Why?
29. Define media relations and explain tips for successful media relations.
30. Discuss the role of social media in PR.
31. Explain the planning stage in a PR campaign.

(6x4 = 24)

PART D

IV Long essay type questions (Answer any two questions. Each question carries 15 Marks)

32. Explain the various tools used for PR activities.
33. PR is a tool for effective administration in an organisation. Discuss.
34. Prepare a PR campaign for the success of the state government's vaccination drive.
35. Write a press release for a CSR activity of an MNC.

(2x15= 30)