

**B. A. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2018**  
**(2015 Admission Regular)**  
**SEMESTER VI - CORE ( COMMUNICATIVE ENGLISH )**  
**CE6B17TB - PUBLIC RELATIONS II**

Time : 3 Hours

Maximum Marks : 80

**Part A**

**I. Answer all the questions, in not more than two/three sentences. Each question carries 1 mark. (6x1=6)**

1. Social audit
2. Role of trade unions in industrial relations
3. Industrial Relations
4. Name the first Indian private organisation to start public relations department.
5. List two global PR agencies.
6. Define a public relations campaign.

**Part B**

**II. Answer any seven of the following questions in three/four sentences. Each question carries 2 marks. (7x2=14)**

7. Corporate image v/s Corporate identity.
8. Mention the CSR activity of an Indian private sector company.
9. Give any two examples of good PR in business
10. Role of trade unions in business.
11. Role of PROs in maintaining effective industrial relations
12. Role of advertising in PR
13. Name two private organisations in Kochi having full-fledged PR departments.
14. Image Building in PR
15. What are the steps involved in a public relations campaign?
16. Suggest two topics on which a PR campaign can be conducted.

**Part C**

**III. Answer any five of the following questions in a short paragraph. Each question carries 6 marks. (5x6=30)**

17. Write your views on the representation of PR in the management.
18. Explain the importance of PR in crisis management.
19. Describe the challenges faced by PR in the government sector.
20. Present a case study of effective handling of crisis in the manufacturing sector.
21. What are the different types of crisis? Explain the steps involved in handling crisis situations in business.
22. What do you mean by Social Audit? How does it help in formulating PR campaigns?
23. Describe the role played by media in a PR campaign.
24. What are the steps involved in a PR campaign?

**Part D**

**IV. Answer any two of the following questions in about 300 words. Each question carries 15 marks. (2x15=30)**

25. Code of Brussels
26. Compare and contrast the effectiveness of PR programs in public and private sector.
27. Discuss the need for PR in business.
28. Prepare a PR campaign to reduce the use of plastic in the city.