

TB205210V

Reg. No : .....

Name : .....

**B. A. DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2022**  
**2020 ADMISSIONS REGULAR AND 2019, 2018 ADMISSIONS SUPPLEMENTARY**  
**SEMESTER V - CORE COURSE (ENGLISH LITERATURE AND COMMUNICATION STUDIES)**  
**CE5B18B18 - PUBLIC RELATIONS I**

Time : 3 Hours

Maximum Marks : 80

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. List two aspects which PR can do.
2. What is the internal public? Give an example.
3. Human Relations as a key element of PR.
4. In which year and by which body was the Right to Information Act enacted?
5. What is public opinion?
6. Why is the National Public Relations Day commemorated?
7. Define advertising.
8. Define an advertorial.
9. How does public opinion originate?
10. Define public relations according to Edward Bernays.
11. Press Agency
12. Why is corporate identity important in PR?

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Public Relations is a strategic form of communication. Cite examples.
14. Why is public relations required in an organization?
15. How can a PRO be the face of an organisation?
16. Describe about the importance of public opinion in PR.
17. Explain the advent of PR in India.
18. How is publicity different from public relations? Cite examples.
19. Write about the ways in which a PR campaign can be executed successfully.
20. Explain the significance of an in house PR department when compared to an external agency?
21. Distinguish between exhibitions and trade fairs.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Describe the basic elements of PR.
23. Public relations campaign has to mobilise public opinion towards ideas and actions. Elucidate.
24. Describe the relevance of a public relations campaign and analyse a PR campaign launched by any reputed organisation.
25. Write a brief history of public relations in the world.