

TB206335W

Reg. No :

Name :

B. A. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023
(2020 Admission Regular, 2019, 2018 Admissions Supplementary)
SEMESTER VI - CORE COURSE (ENGLISH LITERATURE AND COMMUNICATION STUDIES)
CE6B21B18 - PUBLIC RELATIONS II

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks **(10x2=20)**

1. Specify the first international code of public relations and the year it was adopted.
2. Explain media relations.
3. List the contents of a press release.
4. Identify the person who has been referred to as the first lady of public relations.
5. Define social audit.
6. Name any four private sector companies in India.
7. State the participants in industrial relations.
8. List any four functions of corporate PR.
9. Industrial work is group work. Elaborate.
10. Specify two awards instituted by IPRA.
11. Identify two public relations agencies operating in the state.
12. Define public relations as given by the British Institute of Public Relations.

Part B

II. Answer any Six questions. Each question carries 5 marks **(6x5=30)**

13. Discuss the role of advertising in PR.
14. Outline the contents of the Code of Lisbon.
15. Write about IPRA.
16. Explain the role of a PRO in corporate communication.
17. The factories act 1948 defines the term manufacturing process as any process for_____.
18. PR is not just for large corporations—even small business benefits from good public relations. Explain.
19. Briefly explain the PR initiatives of Reliance Industries Limited.
20. Write about four reputed PR agencies in the country.
21. Explain how a PR agency can help in the functioning of an organisation when compared to in-house PR.

Part C

III. Answer any Two questions. Each question carries 15 marks **(2x15=30)**

22. Prepare a PR campaign to reduce the use of plastic in the city.
23. Write an essay on PR in the public sector.
24. Illustrate PR in business.
25. Explain the role of public relations in the smooth functioning of the government.