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Reg. No : .....

Name : .....

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024**  
**2021 ADMISSIONS REGULAR**  
**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. List two tools of PR.
2. Write about Internal PR.
3. State two private organisations in the city having full-fledged PR departments.
4. Give the year when the Code of Brussels was adopted and amended.
5. Name any four manufacturing companies in India.
6. List any four functions of corporate PR.
7. Define an industry.
8. List any two tools for PR in the public sector.
9. PR is not free of advertising. Elaborate.
10. Identify the father of modern public relations.
11. Write about Ivy Lee.
12. Specify two awards instituted by IPRA.

**Part B**

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

**(6x5=30)**

13. Describe the functions of a Public Relations department.
14. Enumerate the qualities required for a Public Relations Officer.
15. Write about IPRA.
16. Explain the importance of PR in the private sector.
17. Inscribe about corporate social responsibility in corporate PR.
18. Make a note on corporate identity.
19. State the peculiarities of industrial work.
20. The duties and responsibilities of a Public Relations practitioner is highly challenging and requires good personal contacts. Discuss.
21. Write a press release for the launch of a PR campaign on 'healthy living' in college.

**Part C**

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

**(2x15=30)**

22. Write a crisis communication press release for an MNC.
23. All activities of the PR department – whether good/bad, direct/indirect, intentional/unintentional, planned or not will affect the organization's credibility, profitability, and productivity. Explain.
24. It takes 20 years for a business to build a reputation and five minutes to ruin it. Explain.
25. Enumerate the steps involved in a PR campaign.

