

26/11/24
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TB245931D

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024
2022 ADMISSIONS REGULAR
SEMESTER V - CORE COURSE (ENGLISH LITERATURE & 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 popular books written by the father of public relations.
2. Public Relations is acontrolled phenomenon.
3. State the purpose of dialogue as a feature of public relations.
4. Expand PRSI
5. In which year and by which body was the Right to Information Act enacted?
6. In which year did the TATAs start the first course in public relations?
7. Define advertising.
8. State any one difference between line and staff functions.
9. Define public campaigns.
10. Matte Release
11. What do you mean by 'electronic avatar'?
12. 'Nobody delivers Kerala better' is a slogan of

Part B

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

(6x5=30)

13. Describe the objectives of PR.
14. Good PR is an asset of an organisation. Comment.
15. What are the principles of persuasion?
16. How does the media support public relations campaigns?
17. Write a short note on the definition of public opinion.
18. Prepare a press release for the relaunch of the brand 'Maggi' in the country.
19. How is publicity different from public relations? Cite examples.
20. Write about the future of public relations in India.
21. Discuss the definition of public relations given by the British Institute of Public Relations.

Part C

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

(2x15=30)

22. Explain the factors that influence the formation of public opinion in the context of public relations.
23. Describe the significance of personal contact and human relations in PR.
24. Discuss about the various tools of public relations.
25. Elucidate the objectives and activities of a PR department.