BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025
2018, 2019, 2020, 2021 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. Explain media relations.

2. Give the year when the Code of Brussels was adopted and amended.

3. State two private organisations in the city having full-fledged PR departments.

4. Identify the year when the Code of Venice was adopted and amended.

5. State the benefits of social audit.

6. Name any four private sector companies in India.

7. List any four functions of corporate PR.

8. Define an industry.

9. List two examples of community services.

10. Write about Ivy Lee.

11. Briefly explain 'External PR'.

12. Identify two public relations agencies operating in the state.

Part B

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

(6x5=30)

13. Enumerate the qualities required for a Public Relations Officer.

14. Write about the first lady in PR.

15. Explain the objectives of PR in government.

16. Recall the functions of PR in the Private sector.

17. Describe the significance of PR in the manufacturing sector.

18. Explain the importance of PR in the private sector.

19. Briefly explain the PR initiatives of Reliance Industries Limited.

20. Discuss the role of Doris Fleischman in the PR industry.

21. Describe the significance of professionalism in public relations.

Part C

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

(2x15=30)

22. Write in detail about the Code of Athens.

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. Write an essay on PR in industries.

25. Discuss the relevance of Public Relations campaigns with suitable examples.