

TB146350A

Reg. No.....

Name.....

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017

SEMESTER VI - COMMUNICATIVE ENGLISH

CE6PR2 - PUBLIC RELATIONS II

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark.

1. Advertorial.
2. Spin.
3. Code of Venice.
4. Annual Report.
5. Name of a successful PR campaign by a central government ministry.
6. PIB.
7. Directorate of Field Publicity.
8. Media kit.
9. Newsletter.
10. Media Relations.

(10x1=10)

PART B

II. Answer any eight questions. Each question carries 2 marks.

11. Explain the importance of PR as a management tool.
12. Corporate Communications.
13. Briefly explain the objectives of PR.
14. Explain the advantages and disadvantages of use the of social media for PR.
15. Define the publics for an educational institution.
16. Explain the functions of DAVP.
17. Explain lobbying.
18. Right to Information Act.
19. Explain CSR with examples.
20. Explain the importance of government relations in PR.
21. Explain the importance of internal PR.
22. Image building.

(8x2=16)

PART C

III. Answer any six questions. Each question carries 4 marks.

23. Write a short note on women in PR.

24. Explain social audit in PR.
25. What is corporate PR? What are its specialized fields?
26. Cite the differences between PR and advertising.
27. Explain the importance of crisis management.
28. How does news serve as tool for PR?
29. Explain front groups with examples.
30. Explain propaganda.
31. What are planted stories? **(6x4=24)**

PART D

IV. Answer any two questions. Each question carries 15 marks.

32. Explain the ethical issues in PR.
33. Explain the importance of PR in various government sectors.
34. Explain the different tools of Public Relations with examples.
35. Design a PR campaign for the Ministry of Women and Child Development. **(2x15=30)**