

PRINCIPLES OF PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph

1. State the origin of PR?
2. What is your understanding of Public service activities?
3. What is opinion poll?
4. What is the important of evaluation in the PR process?
5. What is meant by internal and external PR network?
6. What do you meant by Press kit?
7. Describe the role of a house journal as a PR tool.
8. What is Crisis management?

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Who is an ideal public relations professional?
10. Write short notes on Audio Visual Aids.
11. Give a brief account on Media mix.
12. How advertising play a role in effective public relations?
13. What code of ethics would a good PRO follow?
14. How can public opinion be influenced by a PR practitioner?
15. A PR person is fundamentally a catalyst – Justify.
16. Why and how do you organize a press conference?

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages

17. (a) Public relations is an ethical profession requiring professional skills and an excellence of the highest order. Discuss.

Or

- (b) What are the essentials of a good PR practitioner? Explain the theme with examples.

18. (a) Today public relations is not a new phenomenon. Discuss.

Or

- (b) How does PR differ from publicity, propaganda and advertising? Explain with examples.