

PROCESS 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. Public relations.
2. Ears of a news paper.
3. External publication.
4. Documentation.
5. PRSI.
6. Press Release.
7. Public Opinion.
8. Lobbying.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following
in about a paragraph.

9. What are the ways of motivating employees?
10. Discuss the role of community relations in the context of PR. Cite a few examples you know.
11. Explain Public Opinion.
12. What kind of information may be obtained by surveying financial community attitudes?
13. What community relations technique can be used to implement management objectives?
14. How would you go about converting shareholders in to customers?
15. Define 'Encoder', 'Decoder' and 'Feedback'.
16. What are the policies of consumer relations?

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages.

17. (a) What is the content of the PR objectives? How will you create an awareness of an organization or issues?

Or

(b) Explain the various stages of PR process with suitable examples.

18. (a) What is distribution, dealer relations? How will you ensure better relationships among them?

Or

(b) Critically examine the responsibility of consumer relations? Cite suitable examples.