

TOOLS 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. What is public Relations?
2. How to organise a P.R.O's office?
3. Write a need for public relations?
4. What is media hit?
5. Explain the press relations and public relations.
6. Give an account of the development of public relations in India.
7. How exhibitions are helping public relations?
8. Explain the special event in P.R.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Explain the features of round table conference.
10. Describe the origin and development of public relations in India.
11. Bring out the responsibility for oral communication.
12. What are the principal objectives of P.R. advertising?
13. Explain the Media management.
14. Narrate the public relation system prevailing in Radio and T.V.
15. Mention the policy of special event.
16. What are the advantages of P.R. Periodicals?

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages.

17. (a) Give an account of a successful campaigns in India.

Or

- (b) Write an essay on 20th Century development of Public relations?

18. (a) Write an essay on types of various publicity.

Or

- (b) What are the various types of Advertisements with examples?
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