

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. Campaign.
2. Internal Communication.
3. Public Service Activities.
4. Audio-Visual Aids.
5. Press Conference.
6. Community affairs.
7. Body language.
8. Graphic Communication.

Answer any FIVE of the following in about a paragraph.

9. What is the role of public relations in crisis situations?

10. Define public opinion and propaganda.

11. What is the role of communication in human relations?

12. In what way do companies benefit from financial PR programme?

13. Describe the effects of rumour in Public Relations.

14. Discuss the appropriate means of communication from management to employees?

15. What are the policies of supplier relations?

16. What role can PR play in consumer relations? Discuss the tools that employed for consumer communication.

Answer the following in about 3 pages.

17. (a) Explain the importance of evaluation in the PR process with suitable examples.

Or

(b) Critically examine the role of PR professional bodies in creating more awakening for this great profession.

18. (a) What do you mean by opinion survey? Who is an opinion leader? Explain.

Or

(b) Explain the objectives of shareholder relations. Add a note on law and ethics of shareholder relations.