

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. Define nature and scope of Public Relations.
2. Explain the International Associations.
3. Write a note about the Public Relations as communication.
4. Bring out the importance of Public Relations during Post Independence Period.
5. Write on the present status of Public Relations.
6. Explain any one of the elements of Public Relations.
7. Public Relation as a tool for Communication – Explain.
8. Define International Communication.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. What are the working definitions of Public Relations?
10. Explain the rise of Mass production.
11. Describe the present status of Public Relations office in its functions.
12. Bring out the importance of the case study in Public Relations.
13. Who are the pioneers in Public Relations and narrate about them briefly?
14. What are the salient features of professional Public Relations?
15. Write about the current trends in Public Relations.
16. 'Public Relations is a two way communication' – Discuss.

PART C — (2 × 15 = 30 marks)

Answer ALL questions.

17. (a) What is Public Relations? Evaluate the present status of Public Relations systems in press media.

Or

(b) If you were appointed as PRO in an organisation, how would you organize the PR department?

18. (a) 'A Public Relations officer must be a Communication expert' – Discuss.

Or

(b) Write a critical note on the past and present role of Public Relations in India.