

18. Explain the employee survey and suggestion programmes.
 19. Explain about promotion and post printing techniques in marketing.
 20. Write a detailed notes on selection of media planning.
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S.No. 5515

16 SACHA 6

(For candidates admitted from 2016–2017 onwards)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III — Allied

COMMUNICATION IN PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. What is the meaning of public relation of communication?
2. What are the types of processors?
3. What is the meaning and definition of media?
4. What activities come under corporate community?
5. What is non-media?
6. What is the importance of annual report?
7. What is market forecast?
8. Why promotion is important in marketing?

9. How effective are bus advertising?

10. What is Institutional advertising?

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) What is the management in public relations and explain the main function of public relation.

Or

(b) What is PR society of India? Explain its communication association.

12. (a) What is a documentary programme? Is there a documentary channel? Explain.

Or

(b) Define company literature. Give the role of company literature in public relation?

13. (a) What is employee orientation and types? How do you give new employee orientation?

Or

(b) Write short notes on customer relation. Write the difference between customer service and customer relation.

14. (a) What is market forecasting? Explain types and measurement of market forecasting.

Or

(b) Define market analysis. Explain the classification of service marketing with examples.

15. (a) What is Kiosk? Explain its types, advantages and disadvantages.

Or

(b) Give the meaning of neon sign uses. Are they dangerous and explain how neon sign light works?

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Define public relation. Explain the history and development.

17. Write about campaign marketing and election campaigns.