

S.No. 5885

16 SMBEVC 2

(For candidates admitted from 2016–2017 onwards)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III – Visual Communication – Major
Based Elective

PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. PR
2. Public opinion
3. Media relation
4. Press release
5. Ad Agency
6. Community relation
7. Share holders
8. Trust
9. DAVP
10. Management

SECTION B — (5 × 5 = 25)

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

11. (a) Examine the functions of Public Relation.
Or
(b) How PR is used for function of communication?

12. (a) Discuss in detail about planning process of a exhibition Public Relation.

Or

- (b) State PR tools.

13. (a) Write short note on functions of PR in public and private sectors.

Or

- (b) Define PR Agencies.

14. (a) Explain the role of PR for Defence.

Or

- (b) Examine the relationship between shareholders and dealers.

15. (a) What are the trends involved in PR and advertising?

Or

- (b) Write short notes on PR research techniques.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Write an essay about the growth of PR in India.
17. Examine the various stages involved in PR planning and evaluation.
18. Portray the importance of PR and advertising in various fields.
19. Examine the role of PR in film industry. Give examples.
20. Discuss in detail about the new technology in PR.
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