

S.No. 4047

16 SMBEVC 2

(For candidates admitted from 2016–2021 batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

**Part III — Visual Communication — Major Based
Elective**

PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL Questions

Write short notes on:

- 1. Propaganda**
- 2. Management**
- 3. Practitioners**
- 4. Employee**
- 5. Communication**
- 6. PR Agencies**
- 7. Shareholder**

8. Dealer
9. PR Ethics
10. Research techniques.

SECTION B — (5 × 5 = 25)

Answer ALL Questions, Choosing either (a) or (b)

11. (a) Define "Public Relations".
Or
(b) Analyze the ethical considerations in Public Relations practices.
12. (a) Discuss the importance of research and evaluation in PR campaigns.
Or
(b) Explain the role of PR practitioners in maintaining media relations.
13. (a) Discuss the role of PR in building community relations.
Or
(b) Explain the significance of employer-employee relations in PR strategies.

14. (a) Describe the PR initiatives commonly undertaken by NGOs.

Or

- (b) Discuss how PR contributes to the image and success of political parties.
15. (a) Analyze the legal aspects of PR and the importance.

Or

- (b) Explore the impact of new technology on PR practices.

SECTION C — (3 × 10 = 30)

Answer any THREE questions

16. Differentiate between Public Relations and propaganda. How do they relate to public opinion?
17. Outline the stages of PR planning and their significance in effective communication.
18. Compare and contrast PR practices in the public and private sectors in India.
19. Explore the significance of PR in the context of Defence organizations.
20. Describe various PR research techniques and their applications.