

Name :

Roll No. :

Invigilator's Signature :

CS/BMS(H)/SEM-4/MMS-402/2011

2011

PUBLIC RELATIONS

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$

i) Who coined the term public relations ?

- a) Thomas Jefferson b) Ivy Lee
c) Cutlip and Centre d) Mahatma Gandhi.

ii) Who is the father of modern PR ?

- a) Edward L. Bernays b) Ivy Lee
c) Sam Black d) Philip Cutlip.

iii) Vidura comes out from which organization ?

- a) Indian Institute of Mass Communication
b) Symbiosis Institute of Mass Communication
c) Ministry of Information and Broadcasting
d) Publications Division.



- iv) The first full length book on Public Relations (Crystallizing Public Opinion) was written by
- a) John Philips b) Edward L. Bernays
- c) Jack Trout d) Thomas Jefferson.
- v) The full form of IPRA is
- a) Indian Public Relations Agency
- b) Indian Public Relations Association
- c) International Public Relations Agency
- d) International Public Relations Associations.
- vi) The full form of DAVP is
- a) Division of Audio Visual Publicity
- b) Division of Advance Video Publicity
- c) Directorate of Advertising & Visual Publicity
- d) Directorate of Audio Visual Publicity.
- vii) The full form of PIB is
- a) Publicity Board of India
- b) Press Information Bureau
- c) Public Information Board
- d) Publicity Information Board.



- viii) Goebbels was Hitler's
- a) Publicity Minister b) Propaganda Minister
c) Information Minister d) None of these.
- ix) Corporate image refers to
- a) company's logo
b) public's perception of a company
c) both (a) and (b)
d) none of these.
- x) Which was the first organized public relations set up of the Govt. of India ?
- a) Central Press Board
b) Central Publicity Board
c) Central Propaganda Board
d) None of these.

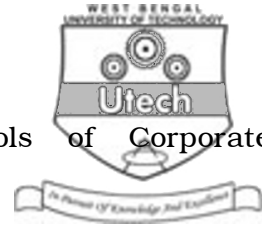
GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What are the objectives of public relations department of a public sector ?
3. Distinguish between Public Relations and Propaganda.
4. What do you mean by corporate social responsibility ?

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5. What are some of the regular tools of Corporate Communications ?
6. What is Event Management ? Briefly enumerate the various stages of event management.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What do you understand by public relations campaign ? Design a PR campaign on education of a girl child among the rural masses. $5 + 10$
 8. What is press conference ? State the method by which you will organize a press conference if you are the PRO of an organization. $5 + 10$
 9. What are the essential qualities of a PRO ? Explain the functions of a Public Relations Officer. $7 + 8$
 10. Explain your views on the role of PR in Crisis Management.
 11. House Journals have been termed Industry's Private Press. Write an essay on the merits of having House Journals for Corporates.
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