



Name :

Roll No. :

Invigilator's Signature :

**CS/BMS (H)/SEM-4/MMS-402/2010
2010**

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 × 1 = 10

- i) A corporate film is
 - a) a full length feature film
 - b) a docu-drama
 - c) a film that is created by a company to promote its image/products
 - d) none of these.
- ii) CSR stands for
 - a) Company Statutory Regulations
 - b) Commitment for Societal Rights
 - c) Corporate Social Responsibility.



- iii) An important tool of Employee Communications is
- a) company film
 - b) house journal
 - c) corporate brochure.
- iv) A newspaper is generally brought out in which format ?
- a) Broadsheet
 - b) Berliner
 - c) Tabloid.
- v) A media conference is usually called to
- a) announce corporate annual results
 - b) announce a product release
 - c) during a crisis situation
 - d) all of these.
- vi) A PRO is a
- a) a lobbyist
 - b) a Public Rights Official
 - c) a Public Relations Officer.
- vii) Which of the following is not an advertising agency ?
- a) ONM
 - b) PTI
 - c) Mindshare
 - d) Bates.
- viii) DAVP stands for
- a) Development of Advertising & Visual Publicity
 - b) Direct Advertising and Visual People
 - c) Directorate of Advertising and Visual Publicity
 - d) None of these.



- ix) Public Relations is said to be
- a) an art of persistent interaction
 - b) an exercise to emotionally charged people
 - c) publicity
 - d) repositioning image.
- x) Public Relations mean
- a) Damn the public
 - b) Inform the public
 - c) Ignore the public
 - d) Confuse the public.

GROUP – B

(Short Answer Type Questions)

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

2. What are the ideal qualifications and qualities required of a PR person ?
3. How is a Press Release structured ?
4. Write a note on the structuring of a Press Conference.
5. Describe in brief the planning process in a PR campaign.
6. Define Public Relation. Write the difference between PR and Propaganda.

GROUP – C

(Long Answer Type Questions)

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

7. What is the function of Event Management in the context of Public Relations for a company ? Give examples.
8. What are the advantages and disadvantages of In-house Public Relations and Public Relations consultancies ?

CS/BMS (H)/SEM-4/MMS-402/2010



9. Shareholders are a major target group for PR activity. Explain.
 10. What do you mean by crisis management in Public Relation ?
If you are a PR officer of a soft drink company that is suffering from bad image problem, how will you solve that ?
 11. This is the era of PR and not of advertising. Explain with example.
-