

VCD/16.2.17 / PUBLIC RELATION/SYBMM ENG/SEM IV 2 ½ HRS/75MKS/25

NOTE: All questions are Compulsory
All Questions carry equal marks

Q.1 What will you keep in mind while writing a press release? Design a press release Of your own choice." 15 Marks

Q.2 What is a PR Campaign? How do you plan your PR campaign? 15 Marks

OR

- a. What is external PR? Explain it's important? 8 Marks
- b. Explain the qualities of a Good PR person 7 Marks

Q.3 Explain the difference between PR and propaganda, PR and Publicity? 15 Marks

OR

- a.) What are the factors to be kept in mind about new age media? 8 Marks
- b.) Why is writing for social media important today? 7 Marks

Q.4 What do you mean by PR agency? What are the factors to be kept in mind when Selecting a PR agency? 15 Marks

OR

- a.) What is advertising? How it is related to PR? 8 Marks
- b.) How should a company handle a crises? Give examples. 7 Marks

Q.5 Write short notes on: (any3/5) 15 marks

- a) PR and Marketing
- b) Exhibitions
- c) PRSI
- d) Corporate reputation
- e) PR for an individual