

**All Questions are Compulsary****Figures mentioned on Right Indicates full marks**

**Q 1** What is Press Release? How is good press release written? Write a press release for Sanjay Leela Bhansali Production Company announcing their upcoming film **Bajirao Mastani's** promotion launching. In that they will launch the First Look of Film. 15

**Q 2** Explain the Term 'Crisis'.. when does a company face it? What role does P. R. play in a crisis situation? Take a suitable example. 15

**OR**

**Q 2 A** Why has PR grown in last few years? What can PR achieve? <sup>Give</sup> ~~Give~~ reasons. 8

**Q 2 B** What is Financial PR? Why it is gaining popularity as well as importance..? 7

**Q 3** Why it is important to have code of ethics in PR? what are the ethics as laid down by PRSA and PRSI? 15

**OR**

**Q 3 A** Trace the history of Indian Media from the Independence to Modern days.. 8

**Q 3 B** Explain the importance of Online PR in today's world. 7

**Q 4** Define the term 'Public Relation'. Why does a company needs PR? Who are the internal & External public for the company? 15

**OR**

**Q 4 A** Explain any 6 Tips one has to keep in mind when you are maintaining good relationship with media.. 8

**Q 4 B** Explain the PR Strategy.. if you are appointed as a PRO of new female Model who becoming a star of Fashion industry. 7

**Q 5** Write Shorte Notes ( Any 3 ) 15

- a) P R & Consumer Relations
- b) Technology PR
- c) Healthcare PR
- d) Public for an Automobile company
- e) Face to face interview

**— The End —**