

MARKS 75

TIME 2.30. HRS

Note: All Question are Compulsory.

Q.1. What is Press release ? Write points to Keep in mind while Writing a press release ?

Design Press release on release on "Maruti Suzuki launching new Swift electric Car."

(15)

Q.2.A. What is P.R Campaign? How do you plan your PR Campaign explain with

Reference to Shopping Mall.

(15)

OR

B. Draft a Pitch note.

(8)

C. What is PR Strategy ? How do you plan your PR Strategy.

(7)

Q.3.A) Describe the history of various media in PR along with its evolution of growth in last few years.

(15)

OR

B. State the advantages of PR agency.

(8)

C. Explain the Quality of good PR person

(7)

Q.4.A. Explain the difference between PR and propaganda, PR and Publicity.

(15)

OR

B. What is advertising ? How it is related to PR.

(8)

C. Enumerate the objective of Public relation.

(7)

Q.5. Write Short note on (any 3)

(15)

a) Code of PRSA

c) Exhibition

b) Media Kit

d) In-House PR

e) News Letter