B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015

Fifth Semester

B.A. English Literature and Communication Studies (Two Main)

Core Course—PUBLIC RELATIONS—I

(2013 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer all questions each in a sentence or two.
Each questions carries 1 mark.

1. Who coined the term Public Relations ?
2. What is marketing public relations ?
3. Who is credited with developing press releases ?
4. "Crystallising Public Opinion" is a book written by ————.
5. What is grapevine ?
6. What is a news kit ?
7. What is USP ?
8. What is CSR ?
9. "The taste of India" is the slogan of ————.
10. Red ribbon campaign is related to ————.

(10 × 1 = 10)

Part B (Short Notes)

Answer any eight questions in about 60 words each.
Each questions carries 2 marks.

11. PR counselling.
12. IPRA.
13. Code of Athens.
14. House journals.
15. Propaganda.
16. Public opinion.
17. Consumer Complaints Council.
18. Internal PR and External PR.
19. PIB.
20. Empathy.
21. Name any *two* PR agencies in India.
22. Downward communication.

(8 × 2 = 16)

Turn over

Part C (Short Essays)

*Answer any **six** questions in about 100 words each.*
Each question carries 4 marks.

23. "PR is an effective tool for brand building." Explain.

24. What are the six core values of PR ?

25. What are the qualities requried for a PRO ?

26. What are the tools of PR ?

27. Explain the importance of PR in crisis management.

28. Briefly discuss the ethics of PR.

29. How can you evaluate the results of a PR work ?

30. Why marketing research is essential for a PR practitioner ?

31. What is the AIDCA formula ?

$$(6 \times 4 = 24)$$

Part D (Essays)

*Answer any **two** questions in about 300 words each.*
Each question carries 15 marks.

32. Differentiate between Advertising and Public Relations.

33. Explain in detail about the history and evolution of PR.

34. Prepare a PR campaign for the success of Central Governments Swachah Bharath Scheme.

35. Plan a PR campaign for the relaunch of maggy noodles if it gets approval from various Indian Courts, State Governments and Central Government.

$$(2 \times 15 = 30)$$