



QP CODE: 19102519



Reg No :
Name :

BA DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Fifth Semester

B.A English Literature and Communication Studies Model III (Double Main)

Core Course - EN5CRT04 - PUBLIC RELATIONS I

2017 Admission Onwards

151C12FB

Maximum Marks: 80

Time: 3 Hours

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Niche PR
2. Magic Carpet
3. Spin Doctors
4. Open House Guideline
5. The Directorate of Field Publicity
6. Impact assessment
7. Product packaging
8. By which Dept. the house journal of an organization is edited?
9. CPM
10. Media Kit
11. Women in PR
12. Qualities of good PRO

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What is the role of public relations practitioners in the public and private sectors?
14. 'Advertising is catering to consumerism' – Discuss this statement in the context of Indian market.
15. People spend more time watching TV than spending time on the Internet. Discuss





16. Explain the concept of Dark PR
17. Explain a successful campaign by the Govt. Of Kerala or Govt. Of India
18. Discuss the ways to keep good relations with Media
19. Planning of corporate PR
20. Importance personal contacts for better PR
21. PR is gaining popularity in Modern Business. Why?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Name and discuss the role of any five media units of Ministry of Information and Broadcasting in India
23. Briefly explain how good public relations can be maintained within an organization
24. What are the main elements of a Public Relations campaign? Give examples.
25. Is House Journal an effective instrument for making Public Relations successful? Explain the steps a PRO should take for publishing a House Journal.

(2×15=30)

