



QP CODE: 20100120

Reg No :

Name :

BA DEGREE (CBCS) EXAMINATION, FEBRUARY 2020

Fifth Semester

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

Core Course - EN5CRT04 - PUBLIC RELATIONS I

2017 Admission Onwards

A20C11D3

Time: 3 Hours

Maximum Marks :80

Part A

*Answer any **ten** questions.*

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

1. Propaganda in PR.
2. Curtain Raiser
3. Corporate interviews
4. Employee relations
5. Ministry of Information and Broadcasting
6. Speaking engagements
7. CPA
8. Trade fair
9. Action plans in PR
10. Media Release
11. Media trainer
12. Corporate brand

(10×2=20)



Part B

*Answer any **six** questions.*

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

13. Define Public Relation and explain its difference with Publicity, Propaganda, & Public Opinion.
14. Why is audience involvement & participation important in Persuasion?
15. Elaborate the finer points of community relations.
16. What are the effects of advertising on the cultural aspects of a society?
17. Public opinion and Publicity in PR
18. How is a press release different from a press report?
19. The English department of your college organized a two-day seminar on "Role of mass media in education". Prepare a suitable press release.
20. PR is an art and profession as well'. Comment
21. Explain the significance of Journalistic writing.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Public Relations Persons are 'conmen'. Examine.
23. Write an essay on the advent of Public Relations in India
24. Explain with examples the various tools used in Public Relations.
25. How does a Public Relations Officer proceed to solve a problem? Describe the stages for addressing the crisis.

(2×15=30)

