

C 62185

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Name.....46.....

Reg. No.....

**FOURTH SEMESTER B.A. DEGREE EXAMINATION, MAY 2014**

(UG-CCSS)

Complementary Course – Functional English

FE 4C 04 – INTRODUCTION TO PUBLIC RELATIONS

(2009 – 2011 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :

1. (a) \_\_\_\_\_ defined propaganda as an instrument of politics.  
[ Joseph Goebbels, C.P. Scott, John Milton ]
- (b) The Editor of Public Relations Voice is \_\_\_\_\_.  
[ P.C. Joshi, Alexander Jacob, C.V. Narasimha Reddy ]
- (c) \_\_\_\_\_ is one of the seven C's of Communication.  
[ Credibility, Charity, Character ]
- (d) Publicity began in the United States in \_\_\_\_\_.  
[ 1860s, 1870s, 1890s ]
2. (a) The First Five Year Plan in India was launched in \_\_\_\_\_.  
[ 1947, 1950, 1951 ]
- (b) The word 'advertising' originates from the \_\_\_\_\_ word advertise.  
[ Greek, Latin, French ]
- (c) Public affairs is a term born in \_\_\_\_\_.  
[ The USA, UK, India ]
- (d) PRSA stands for \_\_\_\_\_.  
[ The Public Relations Society of America, The Public Relations Society of Asia, The Public Relations Society of Antartica ]
3. (a) \_\_\_\_\_ is one of the four A's to do with the success of a PR Manager.  
[ Analyst, Anarchist, Artist ]
- (b) \_\_\_\_\_ was the prophet of Indian mass communication.  
[ Pandit Nehru, Dr. Rajendra Prasad, Dr. S. Radhakrishnan ]

Turn over

(c) Lobbying Discourse Act is associated with \_\_\_\_\_.

[ The USA, Britain, France ]

(d) \_\_\_\_\_ is the father of modern public relations.

[ Edward L Bernays, Rex Harlow, Elmer Davis ]

(3 × 1 = 3 weightage)

II. Answer any *nine* of the following in two or three sentences :

4. What is public affairs?
5. What is a definition?
6. When does publicity achieve its goal?
7. How do you differentiate between Publicity and Public relations?
8. Five Distinct Phases.
9. What is the difference between Corporate advertising and Public relations?
10. Key components of public relations.
11. What is the two pronged strategy to ensure good governance?
12. What are the three key roles of information according to Schramm?
13. What is public information?
14. What are the four types of public relations proposed by Grunig and Hunt?
15. The public relations manual.

(9 × 1 = 9 weightage)

III. Write short notes in not more than 100 words each, on any *five* of the following :

16. What is propaganda?
17. Seven Cs of Communication.
18. What is publicity?
19. What do you mean by public affairs?
20. Interpersonal communication.
21. Social Marketing.
22. I and B Ministry.
23. Four US PR Models.

(5 × 2 = 10 weightage)

IV. Answer any *two* of the following in about 300 words each :

24. Four stages of public relations process.
25. Functions of public relations manager.
26. Three evolution models of Indian public relations.
27. Categories of Public.

(2 × 4 = 8 weightage)