

C 62187

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Name..... 29

Reg. No.....

FOURTH SEMESTER B.A. DEGREE EXAMINATION, MAY 2014

(UG-CCSS)

Core Course – Functional English

FE 4C 04 (B) – PUBLIC RELATIONS

(2012 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :

1. (a) Propaganda is one of the easiest forms of _____.

[Advertisement, Business, Communication]

(b) The word 'advertising' originates from the _____ word advertise.

[Latin, Greek, French]

(c) Philip Kotler is referred to as the _____.

[Marketing Genius, Marketing Giant, Marketing Guru]

(d) PRSA stands for the Public Relations Society of _____.

[Asia, Africa, America]

2. (a) Lobbying Discourse act is associated with _____.

[The U.S.A., Britain, France]

(b) _____ is the Father of modern public relations.

[Rex Harlow, Edward L Bernays, Elmer Davis]

(c) _____ is part of corporate culture.

[Entertainment, Concert, Reality show]

(d) _____ defined propaganda as an instrument of politics.

[Joseph Goebbels, C.P. Scott, John Milton.]

3. (a) Public relations has become both invasive and _____.

[Hostile, Entertaining, Pervasive]

(b) PIB stands for Press Information _____.

[Branch, Bureau, Base]

(c) In R P C E model, R stands for _____.

[Reinforcement, Research, Recapture.]

(d) In SWOT Analysis, W stands for _____.

[Weakness, Weight, Wait]

(12 × ¼ = 3 weightage)

Turn over

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

4. What is a definition?
5. When does publicity achieve its goal?
6. What is the difference between Corporate Advertising and Public Relations?
7. What is Public Information?
8. What is public affairs?
9. Who is a Public Information Officer?
10. Key components of public relations.
11. The public relations manual.
12. I and B Ministry.
13. Interpersonal Communication.
14. Lobbyist.
15. Public Communication.

(9 × 1 = 9 weight)

III. Answer any *five* of the following in about 100 words each :

16. Seven Cs of communication.
17. Social Marketing.
18. Six broad elements of Public Relations.
19. Growth and development of PR in India.
20. SWOT Analysis.
21. RPCE Model.
22. Kinds of Communication.
23. PR Process.

(5 × 2 = 10 weight)

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

24. What is Public Relations?
25. Functions of PR in private and public sectors.
26. Role and responsibilities of PR personnel.
27. PR tools.

(2 × 4 = 8 weight)