



QP CODE: 21101669



21101669

Reg No : .....

Name : .....

**B.A DEGREE (CBCS ) SPECIAL SUPPLEMENTARY EXAMINATION, JULY 2021**

**Fifth Semester**

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

**CORE COURSE - EN5CRT04 - PUBLIC RELATIONS I**

2018 Admission Only

4F37B752

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Father of PR.
2. Define dialogue.
3. Persuasive speaking
4. Brand Identity
5. Public Relations Consultants Association of India (PCRAI)
6. Court of public opinion
7. Employee magazine
8. Systematic campaign
9. Case Study
10. Investors Relations and PR
11. Economic Slowdown
12. Financial Relations Programme

(10×2=20)

**Part B**

*Answer any **six** questions.*

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

13. Explain the concept of Public Relations.
14. What are the scope, nature and role of corporate communications?





15. What are the scope, nature and role of corporate communications?
16. What is PRSI? Discuss it's code of Ethics in Public Relations.
17. Write a note on PR in politics.
18. What are the advantages using the Internet for PR campaign?
19. Explain the roles played by the advertiser, advertising agency and the mass media in the advertising arena.
20. Evaluate the ethical guidelines for PR Personnels.
21. Discuss the major sociological and psychological perspectives of communication.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. 'PR activities aim to earn public understanding and acceptance, to gain public support'. Explain the statement with the functions of PR.
23. Explain the role of public relations in contemporary times with suitable examples.
24. Discuss the need for social responsibility of organizations towards different interest groups.
25. What are qualifications of a PRO and his functions?

(2×15=30)

