

Time 2 ½ Hours

Marks: 75

Please check whether you have got the right question paper.

- NB:** (a) All questions are compulsory
 (b) Figures to the right indicate marks
 (c) Support answers with examples wherever necessary
 (d) Public Relation is abbreviated as PR in the paper

Q-1) Managing uncertainty is an important aspect of PR. State your views on crisis communication plan with an appropriate example. 15

OR

Q-1) What are the factors to be considered for organizing successful press conference. Give details. 15

Q-2) a. Difference between Public relation and Branding 08

Q-2) b. How does In-House PR help? 07

OR

Q-2) c. What are the factor to be kept in mind while choosing PR agency? 08

Q-2) d. Write a note on the Non-media tools of PR. 07

Q-3) a. What is Ethics? Why it is important in PR? Explain. 08

Q-3) b. How does one plan a PR strategy? Explain with the example. 07

OR

Q-3) c. What is propaganda? How does it differ from public Relations? 08

Q-3) d. What is the current PR scenario? How important is social media in PR today? 07

Q-4) a. How does New Age Media help in crisis situation? 08

Q-4) b. "PR and advertising are closely related." State your views on the given statement. 07

OR

Q-4) c. What is PR Campaign? Design a social media campaign for 'Make in India' project. 08

Q-4) d. Discuss the need for social responsibility of organizations towards different interest groups. 07

Q-5 Write Short Notes (Any 3) 15

- Media pitch
- PR and Community relations
- PR vs. Sales Promotion
- Objective of PR
- Opinion leaders in PR Communication
