



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
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Course Code: BAJMC-305

Course Name: Public Relations

Class Test - I

Time: 1 Hour

Max Marks: 20

A. Attempt Any Two Questions

(2×5 = 10)

- (1) Explain the scope of PR, including its relationship with issues management and corporate social responsibility
- (2) Apply ethical principles to a hypothetical PR scenario and identify potential challenges.
- (3) Evaluate the significance of PR codes such as PRSI Code and IPRA.
- (4) Differentiate between various tools and techniques used in PR, such as press conferences and exhibitions.
- (5) Create a hypothetical scenario where a familiarizing tour is an effective PR tool.

B. Attempt Any Two Questions

(2×5 = 10)

- (1) List key differences in PR approaches between public and private sectors
- (2) Discuss the unique challenges and opportunities for PR in the education sector.
- (3) Design a PR plan for a political party during an election campaign.
- (4) Evaluate the ethical considerations in PR strategies across different sectors.
- (5) Develop a PR strategy for a health sector organization.