

**Bharati Vidyapeeth's
Institute of Computer Applications and Management
A-4, Paschim Vihar, New Delhi-63**

Model Question Paper - I [BAJMC]

Paper Code: BAJMC-204

Subject: Public Relations

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all. Question no. 1 is compulsory and attempt one question from each unit.

1. Answer the following questions, briefly:- (2.5×10 = 25)
- (a) "PR creates the environment for brand activation" Comment
 - (b) What is a social media press release should be like?
 - (c) Mention what is the advantage of in-house PR specialist?
 - (d) In crisis management, what is the key role of a Public Relation Officer?
 - (e) Evaluate the 2 goals of communication concerning Public Relations.
 - (f) Distinguish between Advertising and PR.
 - (g) Name some of the social media optimization or monitoring tools?
 - (h) Name two types of publics in the context of Public Relations.
 - (i) What skills are required by public relation specialist?
 - (j) Explain the four P's of public relations?

UNIT - I

2. (a) Your company has organized a blood donation camp in which over 500 employees with a few of the top level managers donated blood. Prepare a suitable press release on this occasion. (6)
- (b) Explain the functions of PR with suitable examples. Why a Public Relation campaign needs the support of Corporate Social Responsibility? (6.5)
3. (a) Critically examine the PRSA code and point out, in which ways, it differs from the code of Athens of the IPRA. (6)
- (b) Discuss the characteristics of Gandhiji as a communicator (6.5)

UNIT - II

4. (a) Trace briefly the growth of Professional Public Relations in India. (6)
- (b) Explain is the role of research in public relations ? (6.5)
5. (a) What kind of challenges P. R. Practitioners are facing in the changing business environment ? (6)
- (b) Discuss the importance of the feedback mechanism in PR. (6.5)

UNIT - III

6. (a) As a P.R. practitioner what are the basic steps would you adopt while organising (6)

a news conference ?

- (b) 'Media relations has emerged today as one of the key areas in public relations practice' – Discuss the statement critically (6.5)
- 7. (a) Whose responsibility is to maintain good employee relations ? Answer with reasons. (6)
- (b) Discuss how Exhibitions & Trade Fairs are effective tools of Public Relations (6.5)

UNIT - IV

- 8. (a) Draft a News Release to be given by Eastern Railways on the inauguration of a new facility at Howrah Station. (6)
- (b) Explain the significance of public relations in an organization and brief the causes responsible for the Growth. (6.5)
- 9. (a) public relations be useful for an organisation in modern society ? explain (6)
- (b) How is PR different from Propaganda, Public Opinion and Publicity? Discuss. (6.5)