



**II Semester B.Voc. Degree Examination, May/June 2018
(CBCS) (F+R) (2016 – 17 & Onwards)
INFORMATION TECHNOLOGY
202 : Public Relations Management**

Max. Marks : 70

Time : 3 Hours

Instruction : Answer all Sections.

SECTION – A

(10×2=20)

I. Answer **any ten** of the following :

- 1) Press Conferences.
- 2) Define Branding.
- 3) Media Kit.
- 4) Write a note on lobbying.
- 5) Explain the importance of Communications in Public Relations.
- 6) Explain the importance of annual Report.
- 7) Briefly explain the attributes of an Public Relations Officer.
- 8) Define Crisis Management.
- 9) What is In-house journal ?
- 10) What is Image Building ?
- 11) Discuss Press Release.
- 12) Define Campaign.

SECTION – B

II. Answer **any five** (full question **a** and **b** both) of the following :

(5×10=50)

- 13) a) Brief elucidate the history of Public Relations in India. 5
- b) Explain the difference between advertising and Public Relation. 5

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| 14 | a) | Explain the importance and need of social media for a public relation specialist. | 5 |
| | b) | Identify the major challenges of Public Relations specialist are facing in India. | 5 |
| 15 | a) | Mention and explain about the major tools used by public relation specialist. | 5 |
| | b) | Ethics should be an integral part to any profession. Discuss in light of PR scene. | 5 |
| 16 | a) | Explain the difference between In-house PR and external PR agency. | 5 |
| | b) | Critically evaluate the status of PR in Modern India. | 5 |
| 17 | a) | Justify the statement 'The Rise of the internet and Digital media has boosted PR professional'. | 5 |
| | b) | Briefly explain the basic elements of Public Relations. | 5 |
| 18 | a) | Explain credibility of source and importance of truth in PR Campaign. | 5 |
| | b) | Elaborate the structure of PR Agency. | 5 |
| 19 | a) | "PR activities aim to earn Public understanding and acceptance" – comment on the statement. | 5 |
| | b) | Every Public relations officer is a journalist. Discuss. | 5 |
| 20 | a) | Define communication. Explain the importance of communication. | 5 |
| | b) | Briefly explain the history of public relations in India. | 5 |