

Sl. No. 100002



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GS-746

II Semester B.Voc Examination, May/June - 2019

INFORMATION TECHNOLOGY
202 Public Relations Management
(CBCS) (F+R) (2016-17 Onwards)

Time : 3 Hours

Max. Marks : 70

Instructions : Answer **all** questions.

SECTION - A

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

10x2=20

1. Media kit.
2. What is annual report ?
3. Define campaign.
4. Mention any two functions of PR manager.
5. Write any two uncontrolled medias.
6. What is advertising ?
7. Define communication.
8. What is Social Media ?
9. Expand WWW & HTTP.
10. What is Invoicing ?
11. What is Business plan ?
12. Mention any two Interview techniques.

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SECTION - B

II. Answer **any five** of the following.

5x10=50

13. (a) Briefly explain the basic elements of PR.
(b) Elaborate the structure of PR Agency.
14. Briefly explain about uncontrolled Media.
15. What is PR's relationship with other professions ?
16. What are the things to concentrate in Television Interview ?
17. What is six point planning ?
18. What are the various tools and techniques used by PR ?
19. Write the importance of exhibitions ?
20. (a) What are the steps involved in Business registration ?
(b) How to select a location ?

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