

Q.P. Code : 25132

Second Semester B.Voc.(IT) Degree Examination, May/June 2019

(CBCS Scheme)

Computer Science

PUBLIC RELATIONS MANAGEMENT

Time : 3 Hours]

[Max. Marks : 70

*Instructions to Candidates : Answer any **TEN** questions from Part A and any **FIVE** questions from Part B.*

PART – A

1. Answer any **TEN** questions. Each question carries **2** marks : **(10 × 2 = 20)**
- Give any two definitions of Public Relations.
 - Give the relationship of PR with advertising.
 - Expand PRII and PRCA.
 - List the roles of PR practitioner in consultancies.
 - List the roles of PR in counseling the organization.
 - Discuss the objectives in PR planning.
 - How does target public play a role in PR?
 - Write a short note on PR in event management.
 - What is an electronic press kit?
 - List the roles of the press officer.
 - List the steps involved in registration of business.
 - What is advertising?

PART – B

Answer any **FIVE** questions. Each question carries **10** marks : **(5 × 10 = 50)**

- Give an account of History and development of PR in Ireland.
- Discuss the principal ethical codes which underpin the practice of PR.

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4. In detail discuss the role of PR in Communicating performance.
 5. Explain the role played by a PR practitioner at operational level of a company.
 6. Explain the stages of PR planning process with a diagram.
 7. Discuss controlled media in the view of a PR practitioner.
 8. Discuss various interview techniques and its etiquettes.
 9. Write a note on Entrepreneurship in PR.
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