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Reg. No.

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II Semester B.Voc. Degree Examination, September - 2021

INFORMATION TECHNOLOGY

Public Relations Management

CBCS Scheme

Paper : 202

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer **ALL** Sections.

SECTION - A

I. Answer any TEN of the following.

(10×2=20)

1. Define Public Relations.
2. Expand CIPR and PRII.
3. What is Lobbying?
4. What is Event Management?
5. What is In-house Journal?
6. Who is a Public Relations Officer?
7. Mention any two objectives of Public Relations Management.
8. Give the meaning of Press Release.
9. What is Advertising?
10. What is Budget Planning in public relations?
11. What is PR planning?
12. What is a PR Agency?

SECTION - B

II. Answer any FIVE questions. Each question carries 10 marks.

(5×10=50)

13. Discuss in detail about PR planning.
14. Explain the importance and need of social media for a Public Relations Specialist.

[P.T.O.]



15. Who is a PR consultant? What are the merits and major challenges faced by him in India?
16. Discuss about uncontrolled media, in the view of a PR practitioner.
17. What is feedback mechanism? Discuss the importance of feedback mechanism in Public relations.
18. Justify the statement - "The Rise of the internet and Digital media (Social Media) has boosted PR professional."
19. What is meant by communication? Describe the role and importance of PR officer as a communicator in the field of PR.
20. What do you mean by ethics? Ethics should be an important and vital part to any profession. Comment on the statement.

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