Sub Code:MAM504

Paper Id: 910074 Roll No: | | | | | | | | | | | | | |

MAM

(SEM-V) THEORY EXAMINATION 2019-20

PUBLIC RELATIONS MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

a. Define the concept of public relations.
b. Differentiate between Public relations and Propagandas.
c. Discuss aboutthe MBO.
d. What is press release?
e. Discuss the Guest Relations.
f. Define Publicity.
g. Discuss the codes of Professional conduct.
h. Define ethics.
i. Explain concept of PR consultancy.
j. Define feedback in public relations.

SECTION B

2. Attempt any *three* of the following: 10x3=30

a. Is public relation a management functions? Explain your views in detail.
b. Discuss the principles for handing print and electronic media relation.
c. Discuss role of relations with the Community Relations and Shareholders in enhancing public relations.
d. Discuss the need of ethics in PR and explain Challenges of Public Relations Management in modern era.
e. Explain nature and scope of public relations.

SECTION C

3. Attempt any *one* part of the following: 10x1=10

a. Bring out development of public relations during Post Independence Period in India.
b. If you were appointed as PRO in an organization, how would you organize the PR department?

4. Attempt any *one* part of the following: 10x1=10

a. Explain current trends in public relations in Indian business organization.
b. Discuss need and challenges of research in PR and public opinion.

5. Attempt any *one* part of the following: 10x1=10

a. "Public relation is two way communications". Explain
b. "Employee publications serve as a communications link between an organization's top management and the rest of the organization's employees. These publications can be in many forms including newsletters, newspapers, and magazines". Discuss

6. Attempt any *one* part of the following: 10x1=10

a. Describe the Transmission Model. Write strength and weaknesses of Transmission model.
b. What are the theories of Mass Communication? Explain mass communication research.

7. Attempt any *one* part of the following: 10x1=10

a. Explain different problems in communication research with suitable examples.
b. Define Employee Relations. How do employees can plays an important role in building Public Relations.

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