

(L)

XYGAET
SYBMM(E)

Int. to P. R. (140)

Max. Time : 2 ½ hrs.

Max. Marks: 75 Marks

1. Attempt all questions. (Q.1. is compulsory).
2. Figures to the right indicate full marks.

Q.1. Explain the functions of Public Relation with suitable examples also state reasons why a Public Relation campaign needs Corporate Social Responsibility. (15)

Q.2. What is New Age media? How important is it today in the context of PR? (15)

OR

Q.2. a) What are the steps to handle a crisis? (7)

b) Explain the Significance of public relations in an organization and the causes responsible for the Growth of PR. (8)

Q.3 What is Crisis Communication? Explain the role of PR in crisis Communication with the help of latest examples. (15)

OR

Q.3. a) Write a note on the Non-media tools of PR. (7)

b) Explain the tips for Writing for Social media in order to boost viewers' engagement and building reputation online. (8)

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Q.4. How PR is different from propaganda, public opinion and publicity? (15)

OR

Q.4.a) What is Government PR? Explain with suitable examples. (7)

b) What are the qualities required to be PR professional? (8)

Q.5. Write short notes on (Any three) (15)

1. PR and Advertising
2. Internal communication
3. Public relations society of America
4. Press Visit
5. PR and Marketing.