

**SUBJECT CODE: 19PR/PC/FP14**

**M. A. DEGREE EXAMINATION, NOVEMBER 2019**  
**PUBLIC RELATIONS**  
**FIRST SEMESTER**

**COURSE : CORE**

**PAPER : FUNDAMENTALS OF PUBLIC RELATIONS**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION- A**

**ANSWER ALL QUESTIONS**

**(10 x 2 = 20)**

1. Press Conference
2. Lobbying
3. Publicity
4. Corporate Image.
5. House Journal.
6. Branding.
7. E-PR
8. Image Audit
9. Celebrity PR.
10. Annual Report

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS**

**(5 x 8 = 40)**

11. What are the elements of Reputation Management?
12. What is a media Kit? What are the components of a Press Release?
13. What are the various activities under PR?
14. Highlight the qualities essential for a good PR person.
15. Examine the various types of Events and the steps in planning.
16. Discuss the four models of PR.
17. What is PR research? Why is it relevant?
18. Employee Relations is crucial for a corporate - Discuss

**SECTION – C**

**ANSWER ANY TWO QUESTIONS**

**(2 x 20 = 40)**

19. You are appointed as a PRO for an NGO that fights for conservation of water - Examine the steps you would take to increase visibility.
20. What is Corporate Social Responsibility? Examine the growing relevance.
21. Corporate Identity Management is vital for any image building activity of a corporate – Discuss.
22. Explain the importance of planning and anticipating for Crisis Management.

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