

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2016-17 and thereafter)

SUBJECT CODE: 16/CM/MC/FP64

BBA DEGREE EXAMINATION SEPTEMBER 2020

BUSINESS ADMINISTRATION

SIXTH SEMESTER

COURSE : MAJOR – CORE

PAPER : FUNDAMENTALS OF PUBLIC RELATIONS

TIME : 90 MINUTES

MAX. MARKS: 50

Section – A

Answer all questions:

(7 x 2 = 14)

1. Define Public Relations.
2. What are the duties of a PR manager in terms of community relations?
3. How to maintain a good customer relations?
4. Write a note on corporate image.
5. List out the types of events organized by an event manger.
6. What are the objectives of corporate advertising?
7. Mention any four functions of a PR Agency

Section – B

Answer any two questions:

(2 x 8 = 16)

8. Discuss the ideal qualities of PR professional?
9. Write a note on the challenges in Employee Communication
10. Briefly explain the phases in organizing an event.

Section – C

Answer any one question:

(1 x 20 = 20)

11. Explain the concept of Integrated Marketing communications.
12. Define crisis. What are the kinds of crisis faced by the Corporate world?
