

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**

**(For candidates admitted during the academic year 2016-17)**

**COURSE CODE: 16CM/MC/FP64**

**B.B.A. DEGREE END SEMESTER EXAMINATION APRIL 2021**

**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. List out the importance of two-way communication.
3. What is corporate image?
4. Give the meaning of advertising.
5. State the objectives of lobbying.
6. What do you mean by Employee participation?
7. Why photography is considered as a communication tool?

**SECTION – B**

**Answer any two questions:**

**(2 x 8 = 16)**

8. What are the qualities required for a PR person?
9. Bring out the growth of Event Management Industry in India.
10. Why is effective communication required for crisis management?

**SECTION – C**

**Answer any one question:**

**(1 x 20 = 20)**

11. Discuss the expectations of employer and employees.
12. Choose any personal or business event. Elaborate on the process of organizing a business event.

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