

M. A. DEGREE EXAMINATION, APRIL 2023
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : CORE
PAPER : PUBLIC RELATIONS AGENCY SERVICES
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. What are the focus areas for a PR Agency?
2. Define in-bound PR and its merits?
3. What are the targets / goals of external PR Agency in general?
4. Name any 4 specialties of PR Agency and its field of work.
5. What are the elements of a pitch email?
6. What is the scope of work for Business Development function in a PR Agency?
7. Define Media Relations? State suitable examples
8. Define SEO and the importance of Keywords optimization.
9. Describe News value.
10. Explain the significance of content writing in PR.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. How are businesses combining Digital PR with traditional PR functions to enhance brand awareness and effective communication?
12. Describe the key aspects of Inbound PR methodology
13. What are the steps in writing pitch note to reach out to media? Give suitable example for a product launch.
14. Decode the concept of measurement and evaluation of PR from the eyes of an external PR Agency
15. Devise a PR strategy for any brand establishing conception, planning and implementation processes in detail.
16. Discuss new business development in detail and state the importance of research in new business development process for PR agency.
17. How equipped should PR professionals be in building media relations and share insights on maintaining relationship with journalists and influencers.
18. Explain the segments in external PR agencies and talk about the important stakeholders' roles and responsibilities.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 X 20 = 40)

19. Explain The PR Process: RPCE in detail. Share case studies/ relevant examples for each process.
20. Should brands/businesses consider having external PR Agency to support the PR functionalities than in-house PR team? If yes, state the reasons, roles, scope, and importance of external PR Agency to brands/businesses.
21. What is influencer outreach and the new trends observed? Discuss ideation, research, monitoring and reach concepts of influencer campaigns in detail.
22. State the importance of media monitoring. Explain the process of tracking industry, company, and competition news with suitable examples.
