

**SUBJECT CODE: 19PR/PE/IP23**

**M. A./M.Com./M.Sc DEGREE EXAMINATION, APRIL 2023**  
**SECOND SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : INTRODUCTION TO PUBLIC RELATIONS**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

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

1. Define Public Relations - and explain in brief why organizations need to invest in this role.
2. What is communication?
3. Explain the differences between “spinning” and “public relations”
4. What are the various tools of AV communication?
5. What are the various kinds of oral communication?
6. What is stakeholder relations?
7. What is digital PR?
8. What is SEO? How is this important?
9. How can data analytics be used?
10. What is crisis communication? How can it be leveraged?

**SECTION – B**

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

11. What do you think are the key skills required for a successful public relations professional?
12. Take 1 example of a recent crisis and explain how you would solve it if you were the public relations professional in-charge
13. Driving PR strategies for social media platforms - 8 reasons how it can help to build your brand?
14. What is corporate communication - define the roles and responsibilities of this function
15. Write about the impact of communication.
16. What is digital communication?
17. Write a note on the importance of learning audience needs in communication.
18. Event management - how can you effectively plan and conduct an event?

**SECTION – C**

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

19. Why are celebrities becoming “brands” today? Explain in detail your views on this growing trend?
20. Differentiate between public relations and advertising/propaganda and publicity
21. Detail communication skills - what are the different types of communication
22. Pick a brand and detail out a digital media strategy.

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