

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

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

SUBJECT CODE: 16CM/MC/FP64

**B.B.A. DEGREE EXAMINATION APRIL 2019
BUSINESS ADMINISTRATION
SIXTH SEMESTER**

**COURSE : MAJOR – CORE
PAPER : FUNDAMENTALS OF PUBLIC RELATIONS
TIME : 3 HOURS MAX. MARKS: 100**

Section A

Answer ALL the questions.

(10 x 2 = 20)

1. Define “Public relations”.
2. How are the public classified?
3. What is marketing in public relations?
4. What is lobbying?
5. What do you mean by community relations?
6. What is social governance?
7. What is brand activation?
8. What is an event management?
9. What is public speaking?
10. What is crisis management?

Section B

Answer Any FIVE questions.

(5 x 8 = 40)

11. List out the qualities of public relations person.
12. Write short notes on a) Publicity b) Propaganda.
13. Explain the various ways that ensure effective employee relations.
14. Describe the role of public relations in event planning.
15. Discuss the important skills you will need for public speaking.
16. State the ethical issues in public relations.
17. List out the types of consumer markets.

Section C

Answer Any TWO questions.

(2 x 20 = 40)

18. Explain the internal publics and external publics in detail.
19. Distinguish between advertising and public relations.
20. Discuss in detail the types of events in public relations.
21. Explain the uses of photography, films, internet and exhibitions in public relations.
