

2012

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

Answer any **four** questions : $15 \times 4 = 60$

1. What are the principles of Public Relations ?
2. What are the important tools of Public Relations ?
3. Define Public Relations. Discuss its nature and scope.
4. Discuss the ethics of Public Relations.

CW – 10/3

(Turn over)

5. Public Relations is different from propaganda and advertisement. How ?
6. Public Relations gained momentum after liberalisation of Indian economy. How ?
7. Public Relations is a systematic campaign of promotion. Discuss.
8. Write short notes on any **three** of the following :
 - (a) House Journal
 - (b) PIB
 - (c) RRD
 - (d) Seminar
 - (e) Liberalization
 - (f) Propaganda
 - (g) Press Release

Group – B

Answer **all** questions.

9. Select the correct answer of the following :
2×10 = 20
 - (a) House Journal is also called :
 - (i) House Magazine

- (ii) House organ
 - (iii) Journal
 - (iv) All of the above
- (b) Budget is a :
- (i) Plan
 - (ii) Forecasting
 - (iii) Prediction
 - (iv) None of these
- (c) Public Relations is :
- (i) Propaganda
 - (ii) Advertisement
 - (iii) Both (i) and (ii)
 - (iv) None of these
- (d) Which is not a part of Public Relations ?
- (i) Press Conference
 - (ii) Press Release
 - (iii) Seminar
 - (iv) Classified Advertisement

- (e) Bargaining is a function of :
- (i) Marketing
 - (ii) Sales
 - (iii) Public Relations
 - (iv) None of the above
- (f) Public Relations is :
- (i) Direct Sales
 - (ii) Direct Marketing
 - (iii) Both (i) and (ii)
 - (iv) None of the above
- (g) Neera Radia was :
- (i) Actress
 - (ii) Politician
 - (iii) Social Service activist
 - (iv) PR Practitioner
- (h) Public Relations is a :
- (i) One Way Communication
 - (ii) Two Way Communication

- (iii) Both (i) and (ii)
- (iv) None of the above
- (i) Which is not a direct part of Public Relations ?
 - (i) Feedback
 - (ii) Target Audience
 - (iii) Complete Information
 - (iv) Price
- (j) PR is important for :
 - (i) Profit
 - (ii) Propaganda
 - (iii) Third Party Impact
 - (iv) None of the above

