

18. Explain the methods for training of public relations officers.
  19. What are the roles of book sellers? Explain in detail.
  20. Discuss about the advantages and disadvantages of Trade Fair.
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S.No. 1509

08UBAS04/08UBXS04

(For the candidates admitted from 2008–2009 onwards)

B.B.A./B.B.A. (CA) DEGREE EXAMINATION,  
APRIL/MAY 2018.

Fourth Semester

PRACTICE OF PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. What is corporate public relation?
2. Define media relations.
3. What is press relations?
4. What is news reporting?
5. What is training?
6. Define trade fair.

7. What is exhibition?
8. Write short notes on book publication.
9. What is meant by house journal?
10. What is music festival?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Describe the role of public relations in an organization.

Or

- (b) What are the merits and demerits of public relations? 389.

12. (a) Briefly explain the qualities of good public relation officer.

Or

- (b) Explain the types of news reporting.

13. (a) What are the conditions for membership in Public Relation Society of India?

Or

- (b) Give a brief note about Indian Institute of Mass Communication.

14. (a) What are the benefits of Documentary Films?

Or

- (b) Discuss about the role of television in marketing.

15. (a) Describe the various benefits of Music Festivals.

Or

- (b) What are the uses of exhibitions?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are the essentials of public relations?
17. Discuss about the roles and responsibilities of public relation officer.