

S.No. 1332

12UBAS04

(For the candidates admitted from 2012-2013 onwards)

B.B.A. DEGREE EXAMINATION, APRIL/MAY 2018.

Fourth Semester

SBEC — PRACTICE OF PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is Public Relations?
2. Define Press conferences.
3. Who is a Public relations officer?
4. Give the short note on Media Relations.
5. Write short note on Public Relations Society of India.
6. What you understand by the Press Council of India?
7. Define Radio.

8. What do you mean by Film censorship?
9. What is a trade fair?
10. What you understand by music festivals?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) State the models of public relations.
Or
(b) What are the elements of public relations?
12. (a) Briefly explain Qualifications of public relation officer.
Or
(b) What are the objectives of press relation?
13. (a) Describe the history of Indian Institute of Mass Communication.

Or

- (b) State trade fair authority of India.

14. (a) What are the role of publisher?

Or

- (b) Briefly explain the Electronic media.

15. (a) State the consumer trade fair.

Or

- (b) What are the attributes of folk dance?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss about the Corporate Public Relations.
17. Explain the responsibilities of public relation officer.
18. Describe the Training of Public relation officer.
19. Explain the impact of television in promoting public relations.
20. Explain the merits and demerits of Exhibition and trade fair.