

Code : 316301

BMC 3rd Semester Exam., 2018

## PUBLIC RELATIONS

Time : 3 hours

Full Marks : 60

## Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Write True or False/Answer any six of the following : 2×6=12

- (a) Public relations involve two-way communication between an organization and its public.
- (b) Crisis is a sequence of organized disturbing events harming the organization.
- (c) Managing one's image is not the key to success in any success.
- (d) Is it true that most published research findings are false summery.
- (e) Press agentry publicity model is also called P. T. Barnum model.

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( Turn Over )

- (f) Event planners are also known as meeting and/or convention planner.
- (g) Interactive PR is sometimes called social PR.
- (h) PR specialist do not design media releases.
- (i) Write any PR tool.
- (j) Proper education, however, is not enough to become a PR and much less to become a successful PR.

2. Explain any three of the following : 4×3=12

- (a) Image management
- (b) Press information bureau (PIB)
- (c) PR and mass media
- (d) PR and consumer complaints
- (e) House journal and annual report

Answer any three questions from the following : 12×3=36

3. What is PR campaign? Explain in detail with suitable examples.
4. Is it correct to call the present age as the age of public relations? Critically examine.

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( Continued )

5. What are the four models of public relations? Explain.
6. What are the functions of PR when industry faces a crisis in labour trouble, strike, etc.?
7. During polio campaign some bad news breaks about collapse of a child. How will PR men react?

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