

NOIOAFC

Max. Time: [2 hrs.]

Max. Marks: [75mks]

General Instructions:

- 1) Attempt all questions. (Q-1 is compulsory)
- 2) All questions carry equal marks.
- 3) Figures to the right indicate full marks

Q-1: Give one definition of Public Relations & Discuss – ‘Origin & Growth of Public Relations in India & world’. ...[15]

Q-2a): What do you mean by External Public ? Name the External Publics in a company. ...[08]

Q-2b): State any 7 functions of a Public Relations department. ...[07]

[OR]

Q-2c): What are the Objectives of Public Relations? ...[08]

Q-2d): The importance of Brand Ambassador in PR - Explain with suitable examples. ...[07]

Q-3a): Why do you think ‘Tata Tea’s, initiative, Jaago Re! campaign’ – initiated the Social-Cause Marketng(SCM), initiatives? ...[15]

[OR]

Q-3b): What was the Cadbury Crisis ? How did they win the “Battles of Worms”. ...[15]

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Q-4(a): What is the difference between a Press Release & A Press Conference? ...[05]

Q-4b): Draft a Press release for Launching a new Business :”Sheetal Foods” –announces New Fast Food Joint at New Bombay ,for Youth of today.. ...[10]

[OR]

Q-4c): What is Code of Ethics ? State the Motto Of Ethics in PR. ...[05]

Q-4d): Explain the professional core values of PR – Ethics. ...[10]

Q-5: Write Short Notes on ant THREE of the following:- ...[15]

- I. Digital PR.
- II. Tools of PR..
- III. Corporate Identity with suitable examples.
- IV. PR & Media.
- V. Types of Crisis
