

Q. 1 Consumers are the first target Public in any company. Explain the role (14)
of PR department in consumers relations.

You can use following points -

- ❖ Consumer survey
- ❖ door-to-door marketing
- ❖ Consumers' forum
- ❖ Quality and Price Control of the product or service
- ❖ Arranging contests,
fair, meetings, celebration/occasional programmes.

OR

Q. 1 'Reputation management requires strong corporate communication.' (14)
Describe the increasing importance of corporate communication
professionals in Today's business-world.

Q. 2 Enlist and explain 20 points P.R. agenda. (12)

Q. 3 Answer both the questions. (6 Marks each) (12)

a) Case studies of crisis management :

Describe Any Two -

- 1) Cadbury
- 2) Coca-cola
- 3) Reliance India Mobile
- 4) LAVASA

b) How to and when to write press Releases ? Give two sample examples
at your own.

Q. 4 Short Notes (Any 3) (4 marks each) (12)

- a) Political P.R.
- b) P.R. in non-profit organisations
- c) P.R. Ethics
- d) RACE Theory of Public Relations
- e) Role of Logo and Punchline in product image-building
