

Q.1 'Public Relations & Publicity are Synonymus' - Elaborate your (15)
answer with suitable examples.

OR

Q.1 'Elements of Public Relations are inter related, overlapping, leading
each other.' - Explain each element with a suitable examples each. (15)

Q.2 a. Press Release & Press Report are two different things - Explain in brief. (5)
b. Draft a Press Release, alongwith a covering letter - for the following :- (10)

" Boots Co. Pvt. Ltd. (India) "

Launch their 1st Energy Drink - "SAFE" in a sports event function - at
Andheri Sports Complex. The drink will be introduced to all by the
Captain of Indian Football Team "Mahesh Rathod" & the President of the
Sports Club.

As a company PRO you are responsible for all Media Coverage &
Publicity for the same.

OR

Q.2 a. List down the 5 divisions of a Budgeting department for PR. (5)
b. Name the Conventional media & the Non - conventional Media,
required for the PR. Campaign of the following "Target Groups". (10)

1. Press	4. Employers
2. Shareholders	5. Competitors
3. Customers	

Q.3 a. Define 'Code of Ethics'. (2)
b. Explain in brief the following. (2)

1. Need & Importance of Ethics in PR. (4)
2. Evolution of PRSA & PRSI. (2)
3. 3 core values of PRSA to build PR Professions. (1)
4. 'Motto & Moral Charter' by PRSI. (3)
5. Values for members set by PRSA. (3)

OR

Q.3 a. What is RTI Act? (2)
How can one use it for making an appeal or demand for information? (4)
b. What is COPRA Act? (2)
Describe the need for : (2)

1. Consumer Rights (2)
2. Consumer Relations (4)
3. Need of both RTI & COPRA for PR. (1)

Q.4 Answer the following in brief; with one example each:-

- 1. PR & Advertising (3)
- 2. Press Release & Press Note (3)
- 3. Industry & Financial Relations (3)
- 4. Booklet & Brochure (3)
- 5. Manual & House Journal (3)

OR

Q.4 Answer the following in brief; with one example each:-

- 1. Media Relations & Government Relations (3)
- 2. Logo; Emblem & Insignia for Image (3)
- 3. Opinion Leader & Public Opinion (3)
- 4. Health care PR & Food Service PR (3)
- 5. Financial PR & Technology PR (3)

OR

- a. List down the 5 divisions of a Budgeting department for PR. (5)
- b. Name the Conventional media & the Non - conventional Media required for the PR Campaign of the following "Target Groups". (10)
 - 1. Press
 - 2. Shareholders
 - 3. Customers
 - 4. Employers
 - 5. Competitors

- a. Define 'Code of Ethics'. (2)
- b. Explain in brief the following. (4)
 - 1. Need & Importance of Ethics in PR. (2)
 - 2. Evolution of PRSA & PRSI. (1)
 - 3. 3 core values of PRSA to build PR Professions. (3)
 - 4. Motto & Moral Charter, by PRSI. (3)
 - 5. Values for members set by PRSA. (3)

- a. What is RTI Act? (2)
- b. How can one use it for making an appeal or demand for information? (4)
- c. What is COPRA Act? (2)