

S J B 10/10/08

CODE : LAWRENCIUM

10/10/08

Time : 2 Hrs.

Intro. to Pub. Relations

Marks :50

Instructions : 1] All questions are compulsory .

2] Figures to the right indicate marks.

- Q.1 a) What are the activities and principles of public relations? 06**
b) Give organisation structure of P.R. department. 06

OR

- Q.1 a) Define Public and public opinion. 06**
b) How are public opinion formed. 06

- Q.2 a) Case study 06**
Premier a famous company for its consumer durables, had launched a Washing Machine in 1999. Initially, with Advertising the machine market was good; but after a year the sales went down suddenly. After a market survey it was found that there were many competitors in the market and the cost at which they were available was also less.

Thus the marketing department asked the corporate P.R. department to design a re-lounge of the Washing Machine.

- 1) You as a P.R. Head - What strategy you would use for the re-lounge?
b) Write a note on different types of meeting. 07

OR

- Q.2 a) Define corporate image and logo. 06**
b) Define press release give characteristics of good press release. 07

- Q.3 a) Write a note on Organisation of press office 06**
b) What are the principal of Press conference 07

OR

- Q.3 a) Write Press Release on ICICI prudential is launching a Life Insurance that covers nine critical illnesses, 43 surgical procedures, has double protection of life, and also has an accident and disability cover. Write a press release that announces the plan to the public. 06**

- b) What are the responsibility towards shareholder, customers, and competitors. 07

- Q.4 Write short note on any four. 12**

- i) Public opinion leaders
- ii) Duties of chairman
- iii) AGM
- iv) Annual report
- v) Lobbying