

BY. BMS IVth sem.

FD

TIME : 2 HRS.

MARKS : 60

Public Relations mgt.

N.B. : 1) Answer any SIX questions.
2) All questions carry equal marks.

- Q. 1) Define Communication and explain its importance in P.R. (10)
- Q. 2) Discuss P.R. tools in detail. (10)
- Q. 3) What is the role of a P.R. Manager ? Explain the publics for P.R. (10)
- Q. 5) a) Impression Management is the effective tool in P.R. Discuss. (10)
b) What is Corporate P.R. ?
- Q. 6) Write Short Notes : Any TWO : (10)
a) Financial P.R.
b) Meetings.
c) Press Release.
- Q. 7) National, a famous company for its consumer durables, has launched a Washing Machine in 2000. 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.
- You, as a P.R. Head – What strategy you would use for the re –lounge ? (10)

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