

CODE : MONROVIA

Time : 2 Hrs.

Marks : 60

**Instructions :- 1) All Questions are compulsory
2) Figures to the right indicate full marks.**

Q.1 Elaborate the need and importance of public relations? Is PR 'Science or Art-discuss? **15**

OR

Q.1 What are the various publics for PR? who are the various publics for public reactions and state any five functions of a PR. department? **15**

Q.2 John was a Jolly fellow and popular in the office. He had however remained a despatch clerk in Mohanlal and sons, inspite of 15 years service on account of his poor qualification. He was secretly frustrated and therefore when two letter merked 'Private' for Mr. Mohanlal were received from a swiss bank, it was natural for him to spread the story that Mohanlal and his sons were depositing large sums in foreign Banks in violkation of forein exchange regulations. Having got the wind of the story mr. Mohanlal called miss Dina, his Steno typist to take a personal letter to the directors of the Swees Bank in which he expressed his pleassure at having an opportunity to play the hest to swiss student who would be Visiting India under an exchange programme. The next day the grapevine had the story and John was made to look a proper fool. **15**

1 "The next day the grapevine had the story"? Explain what to do you mean by grapevine.

2 "Grapevine can do great harm an good to an organisation explain?"

OR

Q.2 What is the corporate image? Explain the basic principles of corporate PR alongwith the importance of Logo **15**

Q.3 a) What is the press Release and how is it different from a press Report Write five principles of effectives press Release. **15**

b) What is the purpose of holding a press conference?

OR

Q.3 a) State the importance of 'Ethics'? Explain in brief the code of Athens and IPRA code of conduct.

b) Explain the meaning of Media relations? State five different public relations media? **15**

Q.4 Write short Notes on (any 3) : **15**

- 1) 'Tele-Conferencing and Telephoning'-media in PR.
- 2) AIDA Model
- 3) Annual General Meeting
- 4) Press Conference
- 5) Agenda and Minutes
- 6) Opinion Leaders and Research
