

N.B. : All the questions carry equal marks.

Attempt any one question from each internal options.

Figures to the right indicate marks.

- Q.1** Residents in area surrounding your college have been for years complaining of:
- Loitering of the students in area.
 - Cricket matches in the lanes, which have broken many windowpanes.
 - Eve teasing of girls staying in the locality by the students of the college.
- If you have been assigned to create a positive public relations strategy considering the residents complaints, what are the P.R. initiatives you would establish to build a strong relationship with the residents.
- What are the other community initiatives you could take up to build strong rapport ? 15
- OR**
- Q.1** Your company has won "The Business Excellence award" for 2003. Prepare a suitable press release. 15
- Q.2** Define ethics ? What are the 'Code of Athens' and explain in brief the IPRA code of conduct? 15
- OR**
- Q.2** Define News. What are the characteristics of a good press release. State the principles of effective press Release ? 15
- Q.3** Explain the meaning of crisis. What are the causes of crisis and how can one plan for crisis ? 15
- OR**
- Q.3** What are 'frequency' 'reach' and 'GRP' in media planning. State the different types of advertising media ? 15
- Q.4** **Write short notes on (any three) :-** 15
- PR. Budget
 - Formation of Public opinion
 - Conferences
 - PR. and Advertising
 - Seven C's of communication.
