

S.Y BMS (IV) OCT - 2005

Time : 2 hrs

**MS - 46**

A71<7

Marks - 60

Instructions:- 1. Answer any 6 questions.  
2. All questions carry equal marks

**Q.1** Concepts:

- i) Adjudication
- ii) Persuasion
- iii) Internal Publics
- iv) Press Conference
- v) Community Relations

**Q.2** Explain PR's role in image and identity.

**Q.3** What are the characteristics of a good Press Release? Prepare a press release for a promotion of a CEO to the Board of Directors.

**Q.4** Discuss the functions of PR Department.

**Q.5** What are the methods of Resolving Industries Dispute? Explain in detail.

**Q.6** Design a PR activity for:

- a) A Political Party
- b) An Image enhancement for a company.

**Q.7 Short Notes (Any 2)**

- 1) Public Option
- 2) Meetings
- 3) Advertising and PR
- 4) Media

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