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PQ 10 AOB Intro to Public Relation
13/10/16

Max. Time : 2 ½ hrs.

Max. Marks : 75 Marks

General Instructions :

- 1. Attempt all questions. (Q.1 is compulsory).
- 2. All questions carry equal marks.
- 3. Figures to the right indicate full marks.

Q.1. What is the Cadbury Crisis ? How did they win the "Battles of Worms". ...[15]

Q.2. Define Public Relation. How does PR benefit an organization or a company? ...[15]
OR

- Q.2. a). Who are the stakeholders in PR ? Why are they important? ...[7]
- b) Give examples of stakeholders for an entertainment company and a hospital? ...[8]

Q.3. Why is image important today ? What are the factors to be kept in mind for corporate image management ?[15]
OR

- Q.3. a) What happens to a company in the absence of PR ? ...[7]
- b) What are some of the emerging trends of PR ?[8]

Q.4. Which kind of individuals may use PR ? How can an individual benefit from PR ? ...[15]
OR

- Q.4. a) What is internal PR ? Why is it important ?[7]
- b) What are the tools of internal PR ? How are they used ?[8]

Q.5. Write Short Notes on any THREE of the following.[15]

- 1. PR in Advertising.
- 2. Difference between PR and branding.
- 3. Public Opinion.
- 4. Propaganda.
- 5. Types of Crisis.