

- Instructions :**
1. All questions are compulsory.
 2. Marks are indicate towards Rightside.

- OR**
- Q.1** a) Define Public Relations and explain its objectives in detail ? [8]
b) Explain different methods of off the job training in Public Relations ? [7]

- OR**
- Q.1** a) Explain the concept of NGO along with its features ? [8]
b) What are crises and explain the various steps in crises management framed by PR ? [7]

- Q.2** a) What are the different objectives of communication ? [8]
b) What are the basic steps for effective complaint management ? [7]

- OR**
- Q.2** a) Explain the concept of PR consultancy ? State its pros and cons in detail ? [7]
b) Explain the public relations process ? [8]

Q.3 Write short note on :

- a) Mannerism in Public relation [5]
- b) PR and Sales Promotion [5]
- c) Public Education [5]

OR

Q.3 Write short note on :

- a) Benefits of Training [5]
- b) Public Relation Department [5]
- c) Consumer Rights [5]

Q.4 Read the following case study and answer the given question.

Anju appliances are the manufacturer of durable consumer goods like electronic automatic irons, toasters, fans, heaters and the like. It is a medium size industry. It has just entered in market 6 months ago. It is difficult for them to compete in market with the large scale industries. If they increase the price for higher profits it will pay the way for large scale industries manufacturing similar goods and if, they charge low they will face losses. So in either way the company will be proved as non-competitive.

QUESTIONS

1. Whether company should go for In house PR or PR consultancy for promoting the company in market ? [7]
2. Plan for different PR tools for the company. [8]

OR

Q.4 Read the following case study and answer the given questions.

"Neptune" is an automobile company producing different kinds of vehicles like motorcycles, cars, trucks and the like. It's a multi national company entered in India through Foreign Direct Investment (FDI). In their early years the performance and sales of company were good but now the company is facing crises due to growing government rules, conflict with employees and increasing customer complaints. Company has seen around 20% fall in their sales in last 2 yrs?

QUESTIONS :

1. How come Public Relation officer can help in solving customer complaints? [8]
2. What kind role PR could play to solve conflicts between employees and company management? [7]

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OR

Q.3 Write short note on :

- a) Benefits of Training
- b) Public Relation Department
- c) Consumer Rights

Q.4 Read the following case study and answer the given question.

Appliances are the manufacturer of durable consumer goods like electronic automatic irons, toasters, fans, heaters and the like. It is a medium size industry. It has just entered in market 6 months ago. It is difficult for them to compete in market with the large scale industries. If they increase the