

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2018 – 19 Examination

Semester: 5

Date: 28 /11/2018

Subject Code: 15103302

Time: 10.30 am to 1.00 pm

Subject Name: Public Relations

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**A. Multiple choice type questions. (Each of 0.5 mark)****(08)****1. Public relations aims at gaining**

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|---------------|--------------|
| (a) Contacts | (c) Goodwill |
| (b) Customers | (d) Sales |

2. Maintaining relations with the local and other related media professionals is

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|-------------------------|------------------------|
| (a) Community relations | (c) Internal relations |
| (b) Employee relations | (d) Media Relations |

3. The list of contacts a PR professional builds is called

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|------------------------|----------------|
| (a) Clientele | (c) Media list |
| (b) Professional group | (d) Rolodex |

4. PR is the window for organization to monitor internal changes

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| (a) True | (b) False |
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5. A press release with a time limit, to be released at a particular time is

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| (a) Controlled | (c) Immediate |
| (b) Selective | (d) Embargoed |

6. Public Relations is the discipline which looks after

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|----------------|-------------------|
| (a) Sales | (c) Website |
| (b) Reputation | (d) Communication |

7. PR professionals are often responsible for updating the website for better of the company.

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| (a) Positive image | (c) Management |
| (b) Publicity | (d) Projection |

8. Social media eliminates the walls between members of the public and a brand.

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| (a) True | (b) False |
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9. Blogging is a great way for your company to become a

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| (a) Leader | (c) Digital publisher |
| (b) PR professional | (d) Communicator |

10. It is very important to mention at the end of a press release

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| (a) Dateline | (c) Quotes |
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|-------------------|---------------------|
| (b) Media Contact | (d) Company profile |
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11. A PR professional should be

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|-----------------------|----------------------|
| (a) Motivator | (c) Good listener |
| (b) Good Communicator | (d) All of the above |

12. Advertorials allow you to associate your advertising with the of the newspaper.

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|---------------------|----------------|
| (a) Target audience | (c) Readership |
|---------------------|----------------|

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| (b) Credibility | (d) Popularity |
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13. forms the core of PR.

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|--------------|-------------------|
| (a) Contacts | (c) Analysis |
| (b) Language | (d) Communication |

14. PR involves

- (a) Evaluation and analysis (c) Coordinated communication efforts
(b) Public attitudes (d) All of the above

15. Who is the Father of Public Relations?

- (a) Edward Bernays (c) Ivy Lee
(b) Denny Grisworld (d) Toby Bloomberg

16. PR is the window for an organization to monitor external changes.

- (a) True (c) False

B. Answer the following in short. (Each of 01 mark) (07)

1. What is a press release?
2. What are 'public' in PR?
3. What is a Press Tour?
4. Who are the 'internal public' in PR? List them.
5. What is a house journal?
6. List two internal and external PR tools.
7. Define media relations

Q.2 Answer the following.

- A. Explain the organizational structure of a PR agency. (04)
B. Describe the objectives of PR. (04)
C. How can a corporate film be used as a PR tool? Explain with examples. (04)
OR
C. How can PR professionals use social media? (04)

Q.3 Answer the following.

- A. Describe the tools and techniques for effective Public Relations. (05)
B. What is an annual report? Explain its usage as a PR tool. (05)
C. What are the benefits of a press release? (05)

OR

- C. Explain speech, minutes of meeting and official memo as PR tools.

Q.4 Answer the following in detail

- A. List out and explain the difference between PR and Advertising. (06)
B. Describe the strengths of a PR professional. (06)
C. What are the objectives of Government PR?
OR
C. Write an event press release. (06)