

PARUL UNIVERSITY
FACULTY OF ARTS
B. Arts Winter 2019 – 20 Examination

Semester: 5
Subject Code: 15103302
Subject Name: Public Relations

Date: 21/11/2019
Time: 2.00 pm to 4.30 pm
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.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. Public relations aims at gaining
 (a) Sales (b) Customers
 (c) Goodwill (d) Employees
2. A press release with a time limit, to be released at a particular time is
 (a) Controlled (b) Embargoed
 (c) Selective (d) Immediate
3. Who is considered to be the father of Public Relations?
 (a) Edward Bernays (b) Toby Bloomberg
 (c) Denny Grisworld (d) None of the above
4. PR can be summed up as
 (a) Management function (b) Interactive
 (c) Deliberate (d) All of the above
5. Advertorials allow you to associate your advertising with the of the newspaper
 (a) Readership (b) Credibility
 (c) Popularity (d) Target audience
6. Public Relations is the discipline which looks after
 (a) Reputation (b) Economics
 (c) Sales (d) Customers
7. Communication is a process
 (a) Two-way (b) One-way
 (c) Direct (d) None of the above
8. Content of press release will focus on the new chain or service being introduced.
 (a) News (b) General
 (c) Launch (d) Appointment
9. eliminates the walls between members of the public and a brand.
 (a) Newspapers (b) Social media
 (c) House journal (d) Books
10. Blogging is a great way for your company to become a
 (a) Communicator (b) Leader
 (c) Digital publisher (d) PR professional
11. This is a unique opportunity to make your company known to the public and journalists at low costs.
 (a) Press conference (b) Press tour
 (c) Events (d) Website
12. PR involves
 (a) Coordinated communication efforts (b) Evaluation and analysis
 (c) Public attitudes (d) All of the above
13. The list of contacts a PR professional builds is called
 (a) Contacts (b) Media List
 (c) Professional Group (d) Rolodex

14. Establishing good relations with the national as well as the surrounding community is called

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

15. A PR professional should be

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

16. is imperative at the end of a press release for the media personnel.

- (a) Quotes (b) Dateline
(c) Company profile (d) Media contact

B. Answer in Short (Each of 01 mark)

(07)

1. What is a house journal?
2. List two internal and external PR tools.
3. What is communication?
4. Define media relations.
5. Is official memo a PR tool? How?
6. Who are the 'internal public' in PR? List them.
7. Define Public Relations.

Q.2 Answer the following.

A. How can PR professionals use social media effectively?

(04)

B. Enlist the differences between an annual report and a house journal.

(04)

C. How can a corporate film be used as a PR tool? Explain with examples.

(04)

OR

C. Explain the organizational structure of a PR agency.

(04)

Q.3 Answer the following.

A. Define PR and elaborate on its need, scope and concept.

(05)

B. What is a press release? Highlight it's benefits.

(05)

C. Elaborate on the importance of press conference as a PR tool.

(05)

OR

C. How would you organize a press conference for the launch of a new smart phone by Samsung?

(05)

Q.4 Answer the following.

A. Write a press release announcing a Master's degree course in Mass Communication to be started by Parul Institute of Arts.

(06)

B. Enlist and explain internal and external PR tools.

(06)

C. Write a detailed note on the structure and types of Press Release.

(06)

OR

C. What are the duties and responsibilities of PR professionals?

(06)