

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

Semester: 1
Subject Code: 15205104
Subject Name: Introduction to Public Relations

Date: 26/11/2019
Time: 10:30am to 01:00pm
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. Policies + + sound PR strategy = goals achieved
 (a) Rules (b) Communication tactics
 (c) Target (d) Planning
2. PR is
 (a) An Art (b) A Science
 (c) A Management Function (d) All of the above
3. In PR terminology, publics are also known as
 (a) Audience (b) Target
 (c) Target Audience (d) People
4. can be described as judgement or appraisal formed in the mind about a particular matter.
 (a) Opinion (b) Relations
 (c) Polls (d) Reputation
5. 'Source' is also known as an
 (a) Decoder (b) Medium
 (c) Noise (d) Encoder
6. A is a written statement prepared for distribution to the media to get coverage.
 (a) Press briefing (b) Press release
 (c) Press invite (d) Press statement
7. are the feelings or moods of a person for or against some person, organization, issue or object
 (a) Opinions (b) Attitudes
 (c) Policies (d) Decisions
8. have become an integral part of PR.
 (a) Opinions (b) Rules
 (c) Planning (d) Policies
9. Documentation of is crucial after a press release to evaluate its reach.
 (a) Press briefing (b) Media personnel
 (c) Press coverage (d) Press expenses
10. Press release can be sent as
 (a) Email (b) Pasted in the body of email
 (c) Letter (d) All of these
11. typically highlights the most important, significant or shocking fact in the release.
 (a) Headline (b) Text
 (c) By-line (d) Sub-headline
12. What is the key to organize a press conference?
 (a) Emergency (b) All announcements
 (c) Newsworthiness (d) None of these
13. is often prepared to inform public about new product, product improvement, new product application, product performance etc.
 (a) News feature (b) Product publicity
 (c) Service feature (d) Business feature

14. When is it appropriate to draft a press release?
 (a) Company related news (b) Product updates
 (c) Newsworthy announcements (d) All of these
15. Opinion is believed to develop out of of individuals
 (a) Ideas (b) Attitudes
 (c) Notions (d) Decisions
16. Basic element of PR is to reach out to its
 (a) Communicators (b) Managers
 (c) Public (d) Corporates

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

1. Who are 'public' in public relations?
2. What do you understand by corporate relations?
3. What is communication?
4. What is a service feature article?
5. Define Public Relations.
6. What is a press kit?
7. What arouses attitudes in individuals?

Q.2 Answer the following.

- A. Describe the process of communication. (04)
 B. What is 'Emergency Publicity' and 'Financial Publicity'? (04)
 C. Provide at least four definitions of PR and analyse them to decipher PR in your own terms. (04)
- OR**
- C. Why is PR known as a two-way communication process? (04)

Q.3 Answer the following.

- A. Elaborate on the 'public' in public relations. Also write their classification. (05)
 B. Write a detailed note on Edward Bernay's PR Principles. (05)
 C. Explain the structure of a press release in minute detail. (05)
- OR**
- C. Highlight the differences between PR, Publicity and Advertising. (05)

Q.4 Answer the following.

- A. Draft a press release announcing the commencement of a Master's course in Mass Communication in the Parul Institute of Arts, Parul University. (06)
 B. What is a press conference? Note the steps to set up a press conference for Lakme, the checklist for it and things to be done after the press conference. (06)
 C. Why is PR important in current context? What according to you are the best PR tools for a non-governmental organization? (06)
- OR**
- C. Give an overall evaluation of the Mixed Drink Referendum Campaign. (06)