2013

Time: 3 hours
Full Marks: 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

Answer any four of the following: $15 \times 4 = 60$

1. Public Relations is a two-way communication process. Do you agree? Discuss.

2. What is Press Conference? How will you organise a Press Conference for an event of educational nature.

3. PR techniques are used to build good image and reputation of a Company. What is your opinion? Give your arguments.

UK – 53/3  (Turn over)
4. What do you mean by House Journal? Discuss its importance in a corporate organization.

5. Public Relations has always some objectives to achieve. How will you prepare a budget for implementing the objectives of PR? Explain.

6. What is Public Relations? Explain with suitable examples.

7. Discuss various PR activities in Public Sectors in Indian context.

8. What do you mean by PR Ethics? Discuss the importance of PR Ethics for an organization.

9. Public Relations is now an international activity in the changing world scenario. What opinion do you want to give to justify it? Elaborate.

10. What is public opinion? Why is it important for PR activities? Explain.

UK – 53/3 (2) Contd.
Group – B

Answer all questions.

11. Choose the correct answer of the following:

   \[ 2 \times 10 = 20 \]

(a) Public Relations is:
   (i) A Science
   (ii) An art
   (iii) Both (i) and (ii)
   (iv) None of these

(b) Full form of IPRA is:
   (i) International Public Relations Association
   (ii) Indian Public Relations Academy
   (iii) Integrated Public Relations Authority
   (iv) None of these

(c) Public Relations is a:
   (i) Communication function
   (ii) Management function

UK – 53/3 (3) (Turn over)
(iii) Both (i) and (ii)
(iv) None of these

(d) Publishing a House Journal may be considered as:
(i) A PR exercise
(ii) Only a profit-making exercise
(iii) A military exercise
(iv) None of these

(e) Which one of the following is considered as an activity of non-paying mode?
(i) Public Relations
(ii) Advertisement
(iii) Both (i) and (ii)
(iv) None of these

(f) Publicity is an integral part of:
(i) Public Relations
(ii) Advertisement
(iii) Both (i) and (ii)
(iv) None of these

UK - 53/3 (4) Contd.
(g) Which one of the following is not an objective of PR?
   (i) To provide information
   (ii) To create awareness among the public
   (iii) Both (i) and (ii)
   (iv) None of these

(h) Press Release is a written description or statement of:
   (i) The event organized
   (ii) The thesis
   (iii) Both (i) and (ii)
   (iv) None of these

(i) Which department of the State Government in India has the authority to perform PR activities within the State concerned:
   (i) IPRD
   (ii) HR
   (iii) Both (i) and (ii)
   (iv) None of these
(i) Public Relations is a:
   (i) Continuous process
   (ii) Non-continuous process
   (iii) Slow process
   (iv) None of these