

Date:

Registration number:

ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27

B.A. INDUSTRIAL RELATIONS- VI SEMESTER

SEMESTER EXAMINATION: APRIL 2022

(Examination conducted in July 2022)

**IR 6118 - Public Relations**

Time- 2 ½ hours Max Marks-70

This question paper contains ONE printed page and three parts

 **SECTION-A**

 **ANSWER ANY TEN QUESTIONS (10 X 2 =20 MARKS)**

1. Define Public Relations.
2. Name any two popular Kannada OR English Daily News Papers published from Bengaluru.
3. Name the Indian Nationalist who made use of the Radio widely during freedom struggle.
4. Give two examples of External Publics.
5. Name any two designations conferred on Public Relations personnel.
6. Define Communication.
7. Name the official Radio Station and T.V. Station of Government of India.
8. Expand www and html.
9. Name the first English Book on Public Relations. Who is its author?
10. What is lobbying?
11. Name any two popular social networking sites.
12. Name the theory associated with Mahatma Gandhi’s method of Public Relations.

 **SECTION-B**

**ANSWER ANY FOUR QUESTIONS (4 X 5=20 MARKS)**

1. Give your views about Public Relations exercise of Government of India during Covid-19 pandemic in the year 2020-2021.
2. Write notes on Documentaries and Feature Films as tools of Public Relations.
3. What is the role of Public Relations officials in AGM & preparation of Annual Reports?
4. What is the nature and scope of Public Relations?
5. How is Public Relations distinct from other terms such as advertising, propaganda, Liaison etc.?
6. What are the reasons for considering Public Relations as a profession?

 **SECTION-C**

 **ANSWER ANY TWO QUESTIONS (2 X 15=30 MARKS)**

1. Write an essay on the history and growth of Public Relations in India.
2. Write an essay on the role of Information Technology in modern Public Relations.
3. Give a detailed account of functions of Corporate Public Relations Departments.

 IR 6118-A-22