**ST.JOSEPH’S COLLEGE (AUTONOMOUS); BANGALORE-27**

**END-SEMESTER EXAMINATION - APRIL 2020**

**B.A. INDUSTRIAL RELATIONS –VI SEMESTER**

**IR 6118: PUBLIC RELATIONS**

**Time: 2 ½ Hours Max. Marks: 70**

*This paper contains ONE printed page and three parts*

SECTION – A

Answer any TEN questions: 10x2=20 Marks

1. Define Public Relations.
2. What is Agenda?
3. What is Information Technology?
4. Name any two Communication Skills.
5. Name any two popular Kannada News Papers published from Bengaluru.
6. Name any two designations conferred on Public Relations Professionals.
7. Expand C.P.R.
8. Give two examples of External Public.
9. Name any two well known persons in ancient India proficient in Public Relations communication/skills.
10. Expand http and html.
11. Name the official Radio Station and Television Channel of Government of India.
12. Name any two Public Relations Professional Bodies.

SECTION – B

Answer any FOUR questions: 4x5=20 Marks

1. What are your views on the depiction of women in Indian Print Media Advertisements?
2. Write short notes on importance of Public Relations in Government with special reference to India.
3. Bring out the differences between Public Relations and other terms.
4. Explain the essentials of good public relations communication.
5. What is the nature and scope of Public Relations?
6. Give details of role of Public Relations Officials in AGM .

SECTION – B

Answer any TWO questions: 2x15=30 Marks

1. Write an essay on the functions of Public Relations Departments.
2. Write an essay on recent developments in Public Relations with special reference to modern information technology.
3. Write an essay on Print Media as a tool of Public Relations.

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