Register Number:

**DATE: 15-04-2019**

**ST.JOSEPH’S COLLEGE (AUTONOMOUS); BANGALORE: 560027**

**SEMESTER EXAMINATION: APRIL 2019**

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

**IR 6115: Public Relations**

Time: 2 ½ hours Max.Marks: 70

*This paper contains two printed pages and three parts*

SECTION-A

Answer any TEN questions: 10 x 2 = 20 marks

1. Give any one definition of Public Relations.
2. Name the official Radio Station and Television Station of Government of India.
3. What is Group Communication?
4. Name any two leading Kannada daily news papers published from Bangalore.
5. Name the first English Book on Public Relations and its Author.
6. What is Mahatma Gandhi’s Public Relations Strategy popularly known as?
7. Expand http and html.
8. What is Information Technology?
9. Name any two prominent professional Public Relations Bodies.
10. Expand CPR. What is the meaning of CPR?
11. Name any two designations conferred on Public Relations professionals.
12. What is Cliché?

SECTION-B

Answer any FOUR questions: 4 x 5 = 20 marks

1. Write short notes on “Mahatma Gandhi and Public Relations”.
2. What are the reasons for considering Public Relations as a profession?
3. What are the essentials of good spoken/oral communication?
4. Bring out the role of Social Media in modern Public Relations OR the role of Public Relations in AGM.
5. Critically evaluate Newspaper/Magazine and Television Advertisements in India.
6. Explain the two broad classifications of Corporate Publics.

SECTION-C

Answer any TWO questions: 2 x 15 = 30 marks

1. Explain the recent trends in the field of Public Relations in the light of development in Information Technology.
2. Write an essay on the Functions of Public Relations Departments in Corporate Business Bodies OR Bring out the role of Radio and Television as powerful Public Relations tools.
3. Write an essay on the essentials of successful Public Relations Communication.

**IR6115-B-19**