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Register Number:

DATE: 21-04-2017

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

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

**SEMESTER EXAMINATION: APRIL 2017**

**IR 6112 - Public Relations**

**Time-3 hours Max Marks-100**

**This paper contains TWO printed pages and Three Parts**

**SECTION-A**

**Answer any TEN questions. (10x2=20 marks)**

1. **Define Public Relations.**
2. **What is the meaning of Communication?**
3. **What is the meaning of Corporate Public Relations?**
4. **What is Information Technology?**
5. **What is Propaganda?**
6. **Name any two leading English Newspapers of India.**
7. **Name any two designations conferred on Public Relations Personnel.**
8. **Give two fundamentals of good written communication.**
9. **Name any two popular social networking sites.**
10. **Name any two Indian leaders with excellent Public Relations skills.**
11. **What is Agenda in connection with a meeting?**
12. **Expand www and http.**

**SECTION-B**

**Answer any SEVEN questions. (7x5=35 marks)**

1. **Bring out the distinction between Public Relations and other terms.**
2. **Give details of importance of advertisements in Corporate Public Relations.**
3. **What are the essentials of good speech making?**
4. **Give your views on Social Networking Sites.**
5. **What is the importance of Radio and Television in Public Relations?**
6. **Write notes on Corporate Publics.**

**IR-6112-A-17**

1. **What is the Nature and Scope of Public Relations?**
2. **Bring out the importance of Public Relations in Government.**
3. **Write notes on Group Communication.**
4. **How do Documentaries and Feature Films play a role in Public Relations?**

**SECTION-C**

**Answer any THREE questions. (3x15=45 marks)**

1. **Write an essay on Information Technology in Public Relations.**
2. **Write an essay on the History and Growth of Public Relations with special reference to India.**
3. **Write an essay on Press Relations with reference to Public Relations.**
4. **Write an essay on Public Relations Departments.**
5. **Explain Print Media as an important tool of Public Relations.**