

- Note :** 1) All Questions are compulsory.  
2) Figures to right indicate Full marks.  
3) Use of simple calculator is allowed.

- Q.1 A) A) Define PR and how does it helps in organization and for small Business (15)  
OR  
B) Define PR Explain the role of public relations in contemporary times with suitable PR examples?
- Q.2. A) **Answer the following**  
a) State any 4 points of deference between in house PR and PR agency. (08)  
b) Explain PR and Branding? (07)  
OR  
c) Define PR and Explain its objectives? (15)
- Q.3. A) **Answer the following**  
a) Explain the Procedure of selecting the right PR Agency. (08)  
b) Describe the factors to be Kept in mind for planning a PR campaign (07)  
OR  
c) What are the various media tools used by a PR Professional? Describe the skills required to be an effective PR Professional? (15)
- Q.4. A) **Answer the following**  
a) What is corporate Image and Explain Reasons for image management today? (08)  
b) Explain good reasons to send out a press release (07)  
OR  
c) Explain function of PR with suitable examples why a public relation campaign needs the support of corporate social Responsibility? (15)
- Q.5. A) **Write Short Notes (Any -3) (15)**  
1) PR and Advertising.  
2) Ethics in PR  
3) Digital PR  
4) Corporate social Responsibility  
5) Internal Communication

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