

15/3/24 ATUT

Seat Number: - \_\_\_\_\_

Duration: 2 ½ hrs

SYBANMC-632011123-CCPR = (06)

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q1) What do you mean by corporate image management? Why is it necessary for your organization  
( Co1,2) ( U,R) (15)

OR

Q1) Draw a neat labelled diagram of the communication process. Explain the components of communication  
( Co1,2) (U,R) (15)

Q2A) Explain the role of public relations in Entertainment ( Co1,1) U,R (7)

Q2B) What do you mean by digital PR ( Co,2) U.A. (8)

OR

Q2C) What are the benefits of good employee communication ( Co1, ) (UR) (7)

Q2D) What are ethics ? why is it important in public relations ? ( Co,1,3) U,R (8)

Q3A) How does public opinion come into play in public relations? Does PR influence public opinion?  
(CO2,3) U.A (7)

Q3B) What is public relations? What can PR do? ( Co1,3) UA (8)

OR

Q3C) What is a PR campaign? Design a social media campaign for Flipkart Big Billion its 5 days online  
sales ( Co,2,3) UR (7)

Q3D) How does in -House PR help ( Co1,2) UR (8)

Q4A) What is propaganda? How does it differ from public relations ( Co1,3) UA (7)

Q4B) How does New Age media help in crisis situation (Co1, 2) UR (8)

OR

Q4C) What is crisis communication? Explain the role or PR in crisis communication with the help of latest  
example BECE ( Co,3) UR (7)

Q4D) Write a note on the Non Media tools of PR ( Co2) UR (8)

Q5) Write short notes ( any 3) (15)

1) Product PR ( Co,1) U 2) Corporate image ( Co,1) U

3) Right to Information ( RTI ) Act ( Co,2,3) UR

4) Advantage of public relations ( Co2,3) UR

5) Corporate Culture ( Co,1) U

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