

B. Voc. (SEM/CR) CBCS Part III Semester-VI Examination: March/April-2023

B. Voc (Media and Entertainment) (Compulsory) Paper-XXI

ME 601: Public Relations

Day and Date: Wednesday, 03/05/2023

Total Marks: 50

Time: 1.00 PM To 3.00 PM

Instructions:

1. All Questions are Compulsory.
2. Figures to the right indicate full marks

Q.1. Choose the Correct alternatives from the following.

15

- 1 The short-term, instrumental use of PR has been labelled
1) Craft 2) Professional 3) Modern 4) Traditional
- 2 Traditionally, PR and marketing have been functionally:
1) Merged 2) United 3) Confronting 4) Separate
- 3 The first rule of crisis management is to _____
1) Communicate 2) Hide 3) Negate 4) Deny
- 4 CSR stands for _____
1) Corporate Society Responsibility 2) Corporate Science Review 3) Corporate Social Responsibility 4) Corporate Social Rearing
- 5 In today's environment, what form of communication is most effective?
1) Print 2) Web site 3) Video 4) All of these
- 6 The main objective of Public Relations is to
1) Increase the sale of manufactured goods 2) Enhance the image of organisation in public domain 3) Make internal politics public 4) Keep the channels of grapevine open
- 7 One of the major elements of a traditional public relations programme is
1) Limiting expenses 2) Authoritarian observation 3) Situation analysis 4) Income calling
- 8 Compared to journalists, public relations practitioners _____
1) Must display no affiliation with their employing organization 2) Cannot be seen as company insiders if they are to be effective 3) Should hide their identities 4) Are accepted as having loyalty to their employing organization
- 9 The beginning of Public Relations date back to the early 1990 is which witnessed the big change in _____
1) India 2) America 3) England 4) China
- 10 _____ relations foster public understanding about the organization's values and beliefs.
1) Employee relations 2) Media relations 3) Propaganda 4) Publicity
- 11 The first rule of crisis management is to _____.
1) Communicate 2) Hide 3) Negate 4) Deny

- 12 One very important reason for having media relations is that it _____
- 1) Better the reputation of the company 2) Help in propaganda 3) Covers up rumour
4) Increases marketing expenses
- 13 Sponsoring educational and literacy programs, staging open houses and conducting plant tours improve _____.
- 1) Financial relations 2) Community relations 3) Government relations 4) Media relations
- 14 _____ communication is usually arbitrarily and incompletely planned or if planned only in reaction to specific events.
- 1) Employee 2) Media 3) External 4) Managerial
- 15 Building effective _____ is important for a company as it meets the purpose of disseminating knowledge.
- 1) Media relations 2) Government relations 3) Financial relations 4) Employee relations

Q.2. Write short Notes (Two out of Three) . 10

- 1 Film Division
- 2 Content writing in PR
- 3 In house journals

Q.3. Write short Answers (Two out of Three) . 10

- 1 How are journalism and public relations similar?
- 2 Explain the objectives of Public Relations.
- 3 Describe the skills required to be an effective PR professional.

Q.4.. Answer the following question on broad. (One out of two). 15

- 1 How important is public relations to governance?
- 2 'PR creates the environment for brand activation.' Explain with the help of suitable social media and offline media examples.

Model Answer Paper
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Option 1

2 Traditionally, PR and marketing have been functionally:

- 1) Merged 2) United 3) Confronting 4) Separate

Option 3

3 The first rule of crisis management is to _____

- 1) Communicate 2) Hide 3) Negate 4) Deny

Option 1

4 CSR stands for _____

- 1) Corporate Society Responsibility 2) Corporate Science Review 3) Corporate Social Responsibility
4) Corporate Social Rearing

Option 3

5 In today's environment, what form of communication is most effective?

- 1) Print 2) Web site 3) Video 4) All of these

- Option 4
- 6 The main objective of Public Relations is to
- 1) Increase the sale of manufactured goods 2) Enhance the image of organisation in public domain 3) Make internal politics public 4) Keep the channels of grapevine open
- Option 2
- 7 One of the major elements of a traditional public relations programme is
- 1) Limiting expenses 2) Authoritarian observation 3) Situation analysis 4) Income calling
- Option 3
- 8 Compared to journalists, public relations practitioners _____
- 1) Must display no affiliation with their employing organization 2) Cannot be seen as company insiders if they are to be effective 3) Should hide their identities 4) Are accepted as having loyalty to their employing organization
- Option 4
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- 10 _____ relations foster public understanding about the organization's values and beliefs.
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Option 1
Q.2. Write short Notes (Two out of Three) .

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1 Film Division

Ans:

2 Content writing in PR

Ans:

3 In house journals

Ans:

4 In house journals

Ans:

Q.3. Write short Answers (Two out of Three) .

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1 How are journalism and public relations similar?

Ans:

2 Explain the objectives of Public Relations.

Ans:

3 Describe the skills required to be an effective PR professional.

Ans:

4 Describe the skills required to be an effective PR professional.

Ans:

Q.4. Answer the following question on broad. (One out of two).

15

1 How important is public relations to governance?

Ans:

2 'PR creates the environment for brand activation.' Explain with the help of suitable social media and offline media examples.

Ans:
