



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FOURTH SEMESTER – APRIL 2017

BC 4503- PUBLIC RELATIONS

Date: 21-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION A (10X2=20Marks)

ANSWER ALL THE QUESTIONS

1. Define the term 'public relations'.
2. What do you mean by Mass Communication?
3. Mention the process of communication.
4. Write the role of corporate communication.
5. Why exhibitions are conducted?
6. Who are PR Consultants?
7. What is propaganda?
8. Give any two uses of Print Media.
9. Write notes on ethics in public Relations.
10. State the need for community relations.

Section-B (4X10=40 Marks)

ANSWER ANY FOUR QUESTIONS

11. What are the functions of PR?
12. Explain various types of Public Relations.
13. Bring out the importance of Employee Relations.
14. Describe the methods communication to be adopted in crisis situations.
15. Discuss the Objectives of PR campaign.
16. Explain the role of Social Media in Public Relations.
17. Discuss various techniques used in propaganda.

Section-c (2 X 20= 40 Marks)

ANSWER ANY TWO QUESTIONS

18. Illustrate the four models of Public Relations.
19. Bring out the role of Public Relation Office / agents.
20. Describe Persuasion Ethics with suitable example.
21. Discuss the role and importance of various modes of media relations.
