



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FOURTH SEMESTER – APRIL 2015

BC 4503 - PUBLIC RELATIONS

Date : 16/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL questions:

(10 x 2 = 20 marks)

1. Define the term “Public relations”.
2. What is Corporate Communication?
3. What is meant by propaganda?
4. Define the term Advertising.
5. Explain the term consumer relations.
6. What are community relations?
7. What is Social Networking?
8. Mention any two uses of Radio.
9. Define the term ‘Ethics’.
10. Explain the term codes.

PART – B

Answer any FOUR questions:

(4 x 10 = 40 marks)

11. What are the qualifications of a PRO?
12. Write a short note on “Evolution of PR”.
13. What are the various stages of PR?
14. Distinguish between public opinion and PR.
15. Who are PR consultants?
16. Explain the role of magazines in promoting PR.
17. Write a note on PR professional organizations.

PART – C

Answer any TWO of the following:

(2 x 20 = 40 marks)

18. Explain the nature, scope and significance of public relations.
19. What are the various functions of PRO?
20. Discuss in detail the various types of Corporate Public Relations.
21. Write short notes on the following:

(a) Publicity (b) Distributor – dealer relations (c) Newspaper (d) Organization of PR department.

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