

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FOURTH SEMESTER – APRIL 2016

BC 4503 – PUBLIC RELATIONS

Date: 20-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART-A(10x2=20 MARKS)

ANSWER ALL QUESTIONS

1. Explain the 'nature' of public relation.
2. What is meant by Corporate Communication?
3. What is public opinion?
4. Define the term 'Publicity'.
5. What is meant by employee relation?
6. What are Consumer relations?
7. Mention any two uses of Magazine.
8. What are the primary uses of Television?
9. Explain the term 'Codes'.
10. Who is PR consultant?

PART-B(4x10=40 MARKS)

ANSWER ANY FOUR QUESTIONS

11. Explain the 'Evolution of PR'.
12. What are the Qualifications of PRO?
13. What are the various stages of PR?
14. Distinguish between propaganda and public opinion.
15. Write a short note on Distributor-dealer relations.
16. What are the disadvantages of newspaper medium in the context of PR.
17. Discuss about PR professional organisations.

PART-C(2x20=40 MARKS)

ANSWER ANY TWO OF THE FOLLOWING

18. Explain the various barriers in corporate communication.
19. Discuss, in detail, about organisation of PR Department.
20. What are the advantages and disadvantages of Social networking?
21. Write a detailed note on the following:-
 - (a) Codes and ethics in PR.
 - (b) Advertising and PR.

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