

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –CORPORATE SECRETARYSHIP

FOURTH SEMESTER – APRIL 2018

BC 4503– PUBLIC RELATIONS

Date: 09-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL the Questions:

10x2=20 Marks

1. What do you mean by Public Relations?
2. What do you mean by public opinion?
3. List out a difference between advertising and propaganda.
4. What are the primary uses of radio?
5. What do you mean by a community?
6. What are the four components of communication?
7. Who is a Public Relations consultant?
8. What does a PRO do?
9. List out any two personal requirement to be a PRO.
10. What do you mean by social networking?

SECTION – B

Answer ANY FOUR Questions:

4x10=40 Marks

11. How Newspapers and Magazines have an impact in Public Relation?
12. Give a detailed description about Employee relation.
13. What are the various stages of PR?
14. What are the skills and qualities should a good PRO possess?
15. Distinguish between Advertising and Publicity.
16. What are the objectives of a good public relation programme in a company?
17. Explain the codes and ethics in public relations.

SECTION – C

Answer ANY TWO Questions:

2x20=40 Marks

18. Explain the various barriers in communications.
19. What are the various tasks performed by PROs?
20. What are the components of Public Relation work?
21. List out the advantages and disadvantages of social networking.
