



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION –CORPORATE SECRETARYSHIP

FOURTH SEMESTER – APRIL 2019

BC 4503– PUBLIC RELATIONS

Date: 12-04-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART-A(10*2=20 MARKS)
ANSWER ALL QUESTIONS**

- 1.What is meant by public relation?
- 2.Mention any two functions of PRO.
- 3.What is PR Department?
- 4.Explain the term public opinion.
5. Give the meaning of the term shareholders relations.
6. What are Distributor-dealer relations?
7. Mention any two uses of New paper.
- 8.What is meant by Social Networking?
9. Who is PR consultant?
10. Explain 'Ethics in PR'.

**PART-B (4*10=40 MARKS)
ANSWER ANY FOUR QUESTIONS**

11. What are the Qualifications of a PRO?
12. Distinguish between propaganda and publicity.
13. What are the functions of PR Department?
14. Discuss various types of Corporate PR.
15. Explain the role of magazines in promoting PR.
16. What are the duties of PR consultant?
17. Explain the role of PR professional organisations in achieving good public relations.

**PART-C(2*20=40 MARKS)
ANSWER ANY TWO OF THE FOLLOWING**

18. Explain the Nature, scope and evolution of PR in Indian Context.
19. What are the advantages and disadvantages of Social Networking?
20. “ Feedback is totally neglected in public relations activity “- Do you agree with this statement? Discuss.
21. Discuss the various main media which companies can use for PR purposes.

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