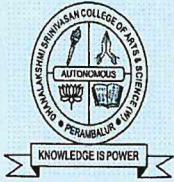


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**DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)**

(For Candidates admitted from 2018-2019 onwards)



**UG DEGREE EXAMINATIONS APRIL – 2021
B.B.A – BUSINESS ADMINISTRATION
PUBLIC RELATIONS MANAGEMENT**

Time: 3 Hrs

Max.Marks: 75

PART – A

CHOOSE THE CORRECT ANSWER.

(10*1=10)

1. _____ is the starting point of bottom-up communication.
a) Employees b) Customers c) Management d) Depends upon the media
2. The main PR activities are _____
a) Lobbying and literature b) Exhibitions and publicity
c) Sponsorship & publicity d) publicity and event management
3. _____ is not the type of event
a) Community b) Corporate c) Arts d) Product
4. Practitioners, mostly use _____ PR model.
a) Asymmetric b) Press Agency c) Symmetric d) Public Information
5. _____ is not an aspect of the promotion mix
a) Strategic positioning b) Direct Marketing c) Advertising d) Public relations
6. The instrumental use of public relation is normally labelled as _____
a) Traditional b) Craft c) Professional d) Ethical
7. Compared to other marketing communication tools, PR is the _____
a) excellent at closing sales b) worst for generating trust & confidence
c) best for generating trust and confidence d) average for generating trust and confidence
8. Corporate advertising mainly concentrates on _____
a) Brand Personality b) Product Personality
c) Organizational Personality d) Recruitment
9. Message control through sponsorship is _____
a) Variable b) Moderate c) Easy d) Hard
10. _____ is the main factor to maintain corporate image
a) Goodwill b) Loyalty c) Share holders' Trust d) Price cutting

PART – B

ANSWER ALL THE QUESTIONS

(5*7=35)

11. a) List the types of public relations.

(OR)

b) Describe the role of PR.

12. a) Explain the public relation process.

(OR)

b) Recite the elements of public relations.

13. a) Paraphrase the functions of public relations department.

(OR)

b) Explain the importance of guest relations in PR.

14. a) Illustrate the house journal advertisement in public relation.

(OR)

b) Design the steps to be implemented in creating annual reports under company literature.

15. a) Describe the importance of promotional techniques in public relation management.

(OR)

b) Recognize the importance of Lobbying in public relation.

PART – C

ANSWER ANY THREE QUESTIONS

(3*10=30)

16. Extract the development and current trends of public relation in the economy.

17. List the psychological factors that affect the perception of the public decision making process.

18. Connect the importance of Community and shareholders' relation.

19. Contest the media and non-media tools which can be used in public relations.

20. Explain the promotional techniques for positioning your organization through advertising.