DECEMBER 2022 **U/ID 32509/UNM3A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Brief on the scope of public relations.

2. What is propaganda?

3. State the factors affecting public relations in the context of social environment.

4. State the need for public relations in government organizations.

5. What is the concept of communities in public relations?

6. State the purpose of suppliers in public relations.

7. What is the role of the Press Information Bureau?

8. Brief the importance of publication divisions in public relations.

9. What are the challenges in public relations?

10. What is the concept of public opinion leaders?

11. Define Public relations.

12. What is the role of public relations in non-government organizations?

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions.

13. State the importance of public relations.

14. What is the significance of public relations in political environment?

15. Discuss the concepts of suppliers and distributors.

16. Write a short note on film divisions.

17. State the traits of public opinion leaders.

18. Explain the factors affecting changes in economic relations.

19. What are the responsibilities of Public Relations Officer in the public relations department?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

20. Explain the purpose of publicity and advertising in public relations.

21. Describe the significance of public relations in commercial and non-commercial organizations.

22. Enumerate the conception of the public in public relations.

23. Explain the role and responsibilities of the public relations department.

24. Enumerate the challenges faced by public opinion leaders.

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