DECEMBER 2023 **U/ID 32509/UNM3A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions

1. What are Public relations?

2. Define Publicity.

3. What is the relationship between Public Relations and advertising?

4. What are socio economic changes?

5. What is the role of public relations in government sector India?

6. Define non commercial organization.

7. What is the most important concept of public relations?

8. Who are key publics in public relations?

9. Who is a public relations officer?

10. What are the three basic divisions of the film industry?

11. What is training in public relations?

12. What is an opinion leader?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Briefly explain the role of public relations.

14. What are the limitations of public relations? Explain.

15. Explain the factors contributing to the rise of public relations in political.

16. To what extent as non commercial organization utilizing public relation as a medium for communication? Explain.

17. Give a brief note on Community in public relation.

18. List the duties of a public relations officer.

19. How do you overcome public relations challenges?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

20. Discuss the importance of public relations with neat sketch.

21. Explain the process of developing an annual communication plan for government entities.

22. Explain the steps to create a public community.

23. Describe the qualities of a public relations officer.

24. What are the major challenges facing public relations? Explain.

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