DECEMBER 2024 **U/ID 32509/UNM3A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define the nature of Public Relations.

2. What is the role of public relations in advertising?

3. What are the characteristics of propaganda in Public Relations?

4. Define non-commercial public relations.

5. What is meant by cultural relations?

6. What is the major factor contributing to the rise of public relations in political?

7. What do you mean by public?

8. What is the relationship between consumers and suppliers?

9. What are public relations in film industry?

10. Describe the structure of Publication division.

11. What is the nature of challenge of public relations?

12. Who are opinion leaders in public relations?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

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

14. Write a note on Publicity.

15. How can non commercial organizations cope with different dimensions in relating to the public officially and unofficial?

16. Distinguish between commercial and non-commercial organizations in public relations.

17. Why are Consumer relations important? Explain.

18. Show the importance of Press Information Bureau.

19. List out the Characteristics of opinion leader.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

20. Explain about two way communication and mutual understanding.

21. Describe the Public relations within non-governmental organizations.

22. Explain the benefits of a public community.

23. How many main types of public relations publications are there? Explain.

24. Explain in detail about the growth of public relations.

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