MAY 2022 **U/ID 32509/UNM3A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define public relations.

2. What is advertising?

3. How do public relations bring changes in cultural environment?

4. State the need for public relations in non-commercial organizations.

5. Describe the concept of communities in public relations.

6. State the purpose of suppliers in pubic relations.

7. What is the role of the press information bureau?

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

9. What are the challenges in public relations?

10. What is the concept of public opinion leaders?

11. Brief on the scope of public relations.

12. State the factors affecting public relations in the context of economic environment.

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 commercial organizations?

15. Explain the context of the public in organizations.

16. What are the responsibilities of public relations officer in the public relations department?

17. State the traits of public opinion leaders.

18. Explain the factors affecting changes in social environment.

19. Write a short note on publication division.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

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

21. Describe the significance of public relations in government and non-government 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 of public relations in the education and training sector.
