MAY 2023 **U/ID 32509/UNM3A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Explain the scope of public relations.

2. What do you mean by publicity?

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

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

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

6. State the purpose of organizations in public relations.

7. What is the role of the public relation officer?

8. Briefly the importance of publication division in public relations.

9. What are the challenges in public relations?

10. What is the role of public opinion leaders?

11. Define public relations.

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

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. State the nature and importance of public relations.

14. What is the significance of public relations in non-commercial organizations?

15. Explain the context of the public in public relations.

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 political environment.

19. Write a short note on film divisions.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

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

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

22. Enumerate the role of suppliers, Distributors and consumers in public relations.

23. Explain the role and responsibilities of the public information bureau.

24. Enumerate the challenges of public relations in the education and training sector.

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