MAY 2024 **U/ID 32509/UNM3A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. What is the need for Public Relations?

2. Define the scope of public relations.

3. What is the difference between propaganda and advertisements?

4. How does political and economic change influence each other?

5. What is commercial organization?

6. What are the characteristics of culture?

7. What is the importance of public relations in public relations?

8. What do we need to know about each public?

9. What are the different types of film division?

10. What are the functions of the Press Information Bureau?

11. What is biggest public relations challenge?

12. Why is the opinion leaders' influence important?

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions.

13. Give a brief note on caring for the public opinion.

14. Distinguish Publicity and public relations.

15. What is the combined influence of Public Relation programmes on performance of non commercial organization?

16. Show the importance of public relations in government.

17. What do you mean by supplier relations? Show with an example.

18. How does Public Relations work in the Film Industry? Explain

19. Write a note on growth of public relations.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

20. Discuss any two major elements in public relations.

21. Describe the major factors contributing to the rise of public relations in political.

22. Explain the four types of publics in public relations.

23. Discuss the roles and responsibilities of Public relation officer.

24. How do you overcome public relations challenges? Explain.
