MAY 2025 **U/ID 32509/UNM3A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. What is Publicity?

2. Define Public relations.

3. Define socio economic changes.

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

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. Define Opinion leader.

12. What is training in public relations?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the limitations of public relations.

14. Give a brief note on public relations.

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

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

17. Briefly explain the role of the Community in public relations.

18. List out 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. Explain the importance of public relations with neat sketch.

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

22. What are the steps to create a public community? Explain.

23. Describe the qualities of a public relations officer.

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

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