**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**B.A. INDUSTRIAL RELATIONS–VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**B.A. 6118 – PUBLIC RELATIONS**

**(For current batch students only)**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains TWO printed pages and THREE parts**

**PART-A**

**ANSWER ANY TEN QUESTIONS (10 X 2 =20 MARKS)**

1. Define ‘Public’.
2. Name any two popular Kannada Daily News Papers published from Bengaluru.
3. What is ‘Public Relations’?
4. Give two examples of Internal Publics.
5. Name the two scientists credited with the invention of Radio.
6. Define Communication.
7. Name any two pioneers of modern Public Relations.
8. Expand www and http.
9. Name the first English Book on Public Relations. Who is its author?
10. What is ‘Agenda’ in connection with a formal meeting?
11. Name the law which mandates C.S.R. in India.
12. Name any two postal stationeries which can be used for direct mailing in India.

**PART-B**

**ANSWER ANY FOUR QUESTIONS (4 X 5=20 MARKS)**

1. Give your views about Public Relations exercises of Indian Political Leaders during General Elections.
2. Write notes on In-House Publications as tools of Public Relations.
3. What is the role of Public Relations officials in AGM & preparation of Annual Reports?
4. Give details of various Professional Public Relations Bodies.
5. How is Public Relations distinct from other terms such as Advertising, Propaganda, Liaison etc.?
6. What are the fundamentals of Good Written Communication?

**PART-C**

**ANSWER ANY TWO QUESTIONS (2 X 15=30 MARKS)**

1. Write an essay on ‘Government and Public Relations’ with special reference to Democracies like India.
2. Write an essay on the role of Information Technology in modern Public Relations.
3. Give a detailed account of Radio and Television as important tools of Public Relations in Indian Society-with special reference to their use during Covid-19 Pandemic.