

Registration Number:

Date & session:

**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

**B.A. INDUSTRIAL RELATIONS- IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May 2024)**

**IR 4222: PUBLIC RELATIONS MANAGEMENT**

**(For Current batch and Supplementary students)**

**Time: 2 Hours Max Marks: 60**

**This paper contains Three printed pages and Two parts**

**PART-A**

**Answer any TEN questions (10x2=20)**

1. What is Public Relations Management?

2. Give two examples of external publics.

3. Name any two popular social media networking sites.

4. Name the official Radio Station and TV Channel of the Government of India.

5. What is Information Technology?

6. Expand www and html.

7. Name any two leading Television channels of India.

8. Define Communication.

9. What is the meaning of Corporate Public Relations?

10. Name the first English book on Public Relations. Name the author.

11. Name the theory of Public Relations associated with Mahatma Gandhi.

12. Give the names of two pioneers of Public Relations.

**PART-B**

**Answer any FIVE questions (5x5=25)**

13. Explain the nature and scope of Public Relations.

14. What are the essentials of a good speech?

15. How do Documentaries and Feature films serve as effective PR tools?

16. Write short notes on Print Media in India.

17. Explain the reasons for opting for a profession in Public Relations.

18. Explain the role of Radio as effective PR mediums.

19. What is the role of PR officials during an AGM and preparation of Annual reports?

**PART-C**

**Answer any ONE question (1x15=15)**

20. Write an essay on any Three Public Relations Theories.

21 Write an essay on the history and growth of Public Relations in India OR Write an essay on Corporate Social Responsibility.