****

Registered number:

DATE: **19** **-04-2018 (1 PM)**

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

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

**SEMESTER EXAMINATION APRIL 2018**

**IR 6115: Public Relations**

**Time- 2 ½ hours Max. Marks: 70**

**This paper contains ONE printed page and three parts**

**SECTION-A**

**Answer any TEN questions: 10 x 2 = 20 marks**

1. Define Public Relations.
2. What is Agenda?
3. Name the official Radio Station and Television channel of the Government of India.
4. What is Corporate Public Relations?
5. Define Communication.
6. Name any two popular social networking sites.
7. What is Corporate Social Responsibility?
8. Name the Annual Magazine and In-house journal of St.Joseph’s College, Bangalore.
9. Name any two leading Public Relations Professional Bodies.
10. Expand www and http.
11. What is Lobbying?
12. What is a Documentary?

**SECTION-B**

**Answer any FOUR questions: 4 x 5 = 20 marks**

1. Give details of Public Relations and information system of Government of India.
2. What are the essentials of good speech making?
3. How is Public Relations different from other terms?
4. Give your views on advertisements in Indian Print Media.
5. Write notes on Corporate Publics.
6. Give details of Documentaries and Feature films with emphasis on public relations.

**SECTION-C**

**Answer any TWO questions: 2 x 15 = 30 marks**

1. Write an essay on the History and Growth of Public Relations.
2. Write an essay on Group Communication.
3. Write an essay on recent trends in Public Relations with special emphasis on the use of Information Technology.

**IR6115-A-18**