

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Event Management) (Sem.-6)

PUBLIC RELATIONS

Subject Code : BBAEM-601-18

M.Code : 91676

Date of Examination : 02-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. **Write briefly :**
 - a. Need of public relations
 - b. Scope of public
 - c. Internal Public relations
 - d. Goodwill creation
 - e. Brand image
 - f. Customer engagement through PR
 - g. Advertising and PR
 - h. Need of PR for political parties
 - i. Press tours for building PR
 - j. Social Media and PR.

SECTION-B

UNIT-I

2. Discuss importance and functions of Public relations in the context of event management.
3. Demonstrate relationship between advertising and public relations? Also, state how are they different from each other?

UNIT-II

4. Explain important responsibilities of PR professionals. Answer by giving suitable examples.
5. Discuss about the role of public relations in creating goodwill of the business organisation.

UNIT-III

6. What role does the public relations play in Government sector? Answer in the context of defense sector.
7. Outline the process of developing skills for handling situation in crisis under PR function of the organisation.

UNIT-IV

8. Explain the important essentials of organising press tours.
9. Explain important essentials of writing rejoinders and backgrounders.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.