

- a) Publicity
- b) Ivy Lee
- c) Name Calling
- d) Customer Care
- e) Linkages
- f) Success Stories
- g) PIB
- h) Photo Gallery
- i) Websites
- j) Media Centre

SECTION-B

2. Define Propaganda and give examples of its usage by celebrities and other people.
3. Which PR tools may be used to communicate with the customers of a company?
4. Define Public Opinion. Why & how does it affect an organization?
5. What kind of visual communication can be done during the launch of a product?
6. What role is performed by the directorate of field publicity?

SECTION-C

7. Define Public Relations. Why do organizations need to practice public relations?
8. Who are the Public in PR? Give examples to explain the different public for service sector organisations.
9. How should a press conference be organised?