

Roll No.							Total No. of Pages: 0	2

Total No. of Questions: 09

B.Sc.(MEFT) (Sem.-2) **PUBLIC RELATIONS** Subject Code: BMEFT-102 Paper ID : [F0306]

Max. Marks: 60 Time: 3 Hrs.

INSTRUCTION TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains FIVE questions carrying FIVE marks each and students 2. have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly:

- ner Care

 Linkages

 Success Stories

 PIB

 Phr

 - 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 Man First Ranker. Colf sector organisations.
- How should a press conference be organised? 9.

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