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## GUJARAT TECHNOLOGICAL UNIVERSITY MBA (AM) - SEMESTER-III • EXAMINATION – SUMMER • 2016

Subject Code: 4130505 Date: 16-05-2016 **Subject Name: Public Relations Management** Time: 2:30 pm - 5:30 pm **Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. **Q.1** (a) What do you mean by Public Relations? What are the essentials of good public **07** relations? **Q.1 (b)** Explain the different functions of Public Relations? 07 0.2 (a) What are the code of conduct and responsibilities of Corporates for internal and 07 external public? **Q.2** (b) "Public Relations Management is considered as an emerging field." Explain the 07 statement. OR **Q.2 (b)** What are the Role, Nature and Responsibilities of a PR person? **07 Q.3** (a) Explain the role of Public Relations in Corporate Staffing. 07 (b) Explain the different methods of Training for Public Relations Trainees along with **Q.3** the benefits of training. OR (a) Explain the Role of Communication in Public Relations. Q.3 **07** 0.3 (b) Explain the Code of Conduct to be followed in Public Relationship Meeting. 07 07 0.4 (a) What are the biggest challenges faced by PR? **Q.4** (b) Explain the importance of Public Relations Communication with respect to 07 Customer Care and Complaint Handling. OR (a) Define Outsourcing. Explain importance, selection and control of Outsourcing 07 **Q.4** in PR. **(b)** Explain the feature and importance of organizing Press Conferences. 0.4 07 07 **Q.5** (a) What are the functions of PR for right to information consumerism? Q.5 **(b)** Explain the Marketing Strategy for Creating Corporate Image. 07 Q.5 (a) Explain the various tools used in building Public Relations. 07

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**(b)** Explain the difference between Advertising and Public Relations.

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