

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM - SEMESTER– III • EXAMINATION – WINTER 2015

Subject Code: 4130505**Date: 11/12/2015****Subject Name: Public Relations Management****Time: 10.30 AM TO 01.30 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) Define Public Relation. Discuss Nature and Scope of public relation. **07**
 (b) Discuss various functions of public relation. **07**
- Q.2** (a) Discuss need of training. Explain various methods of training. **07**
 (b) Discuss various public relation tools in details. **07**
- OR**
- (b) Define corporate PR. Discuss importance of Corporate PR in the businesses. **07**
- Q.3** (a) Discuss importance of participating in Trade fairs and Trade Exhibition. **07**
 (b) What are the essentials of presentations in seminars and conferences? **07**
- OR**
- Q.3** (a) Define Advertising. How it is differ from Public relation? **07**
 (b) Explain Public relation strategy for Promoting Social Awareness. **07**
- Q.4** (a) Define Crisis. What is the role of Public relation during crisis in controlling damage to the company? **07**
 (b) Discuss public relation strategy for marketing products and services. **07**
- OR**
- Q.4** (a) Discuss various objectives of Public relations. **07**
 (b) Discuss various Do's & Don'ts in Public Relations. **07**
- Q.5** (a) Discuss various Codes of Conduct to be followed by organization in Advertisement. **07**
 (b) Ethics should be integral to any profession. Discuss in the light of current Public relation scene. **07**
- OR**
- Q.5** (a) Discuss various Public Relations Functions in the light of Right to information consumerism. **07**
 (b) Comment on the professional codes of PR on the overall business interest of an organization? **07**
