

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: CCC

Examination: December 2014

Subject: Public Relations Theory and Practice

Date: 29.12.2014

Term End Examination

Marks : 70

Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Write short notes (Any 2 out of 4)

(Marks: 2X5=10)

- a) Corporate Image
- b) Media in championing CSR
- c) Dynamic PR strategy
- d) Nature and scope of PR

Q.2) Write short notes (Any 2 out of 5)

(Marks: 2X5=10)

- a) Role of media in PR
- b) Systems Theory
- c) Different tools on PR
- d) Corporate Identity
- e) Role of professionalism in PR

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the Hunt – Grunig models of PR
- b) Important concepts of corporate reputation
- c) Impact of PR on Society
- d) Channels of social media
- e) Define publics and mention their types

Q.4) Attempt both the questions.

(Marks 2x10=20)

- a) What do you mean by PR ethics?
- b) Explain the various tools of Internal Communication.
