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

Programme: CCC

Examination: June 2015

Subject: Public Relations Theory and Practice

Date: 18.06.2015

Term End Examination

Marks : 70

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

Instructions:

- Answer to each new question to be started on a fresh page
 - Figures in bracket indicate full marks
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1) Write short notes (Any 2 out of 4) (Marks : 2 x 5 = 10)

- a) Building corporate reputation through PR
- b) Nature and scope of PR
- c) Various PR tools through social media
- d) Systems Theory

2) Write short notes (Any 2 out of 5) (Marks : 2 x 5 = 10)

- a) Media is an integral part of PR. Discuss
- b) Different tools on PR
- c) Explain the importance of internal communication in an global organization
- d) What is publics in PR. Explain the various publics in the case of a company called 'Bata'
- e) How does PR have a positive impact on society

3) Attempt any 3 out of 5 (Marks : 3 X 10 = 30)

- a) Explain the Hunt – Grunig models of PR
- b) What is public affairs? Explain with an example.

- c) How is PR different from advertising?
- d) What are the pre-requisites of a PR professional?
- e) Explain ethics in PR

4) Answer both the questions

(Marks : 2 X 10 = 20)

- A) CSR is a must for all listed corporate in India. Explain the role of media in CSR campaigning.
- B) Explain with examples the concept of dynamic PR.
