

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

Programme: CCC

Examination: December 2015

Subject: Public Relations Theory and Practice

Date: 14.12.2015

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 on (any 2 out of 4)

(Marks: 2X5=10)

- a) Describe the nature of public relations.
- b) Outline Maslow's Hierarchy of needs.
- c) What are the types of communication used in PR.
- d) Explain the component of Corporate reputation.

Q. 2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) Explain basic elements of culture.
- b) Describe the constituents of public relation policy.
- c) Why Strategic Communications?
- d) Enumerate the Crisis Communication Strategies.
- e) Explain the guidelines for public relation practitioners.

Q. 3) Attempt (any 3 out of 5)

(Marks: 3X10=30)

- a) Explain the steps in planning public relations strategy.
- b) Describe the types of changes.
- c) Outline the role of communication.
- d) Enumerate the requirements of public relations professional .
- e) What are the characteristics of Social Media?

Q.4) Attempt both the question (Marks: 2X10=20)

- a) Describe the qualities of leadership.
- b) Discuss the current debates in Public Relations Theory and practice.