

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

Programme: CCC

Examination: June 2016

Subject: Public Relations Theory and Practice

Date: 13.06.2016

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) The scope of public relations
- b) Concept of public relations practices
- c) Systems theory
- d) Basic elements of organizational culture

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

**(Marks: 2X5=10)**

- a) Rhetorical approaches
- b) 'Publics' in public relations
- c) Media classification
- d) Economic impact of PR
- e) Public relations and image building

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

**(Marks: 3X10=30)**

- a) What are the ten generic principles of excellent public relations?
- b) Highlight the role of management in organizational change and also discuss types of changes in the organization
- c) What are the steps to build strategic communication capability?
- d) What are the characteristics of social media?
- e) What is the importance of corporate communication?

**Q.4) Attempt both the questions.**

**(Marks 2x10=20)**

- a) Public Relations greatly depend on the communication policy of the organization. Being the head of the organization, you are required to pen down the importance of communication to your organization. Discuss
- b) You have drafted a revised CSR policy of your organization. Discuss what role media will play in championing CSR of your organization.

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