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Course Code: BAJMC-305

Course Name: Public Relations

Class Test - II

Time: 1 Hour

Max Marks: 20

A. Attempt Any Three Questions

(3×5 = 15)

- (1) Define the concept of a PR pitch.
- (2) Describe the components of a PR campaign, emphasizing the importance of research.
- (3) Develop a PR campaign for a corporate event, including budgeting considerations.
- (4) Analyze the role of PR in shaping corporate image and reputation.
- (5) Evaluate the ethical considerations in PR strategies across different sectors

B. Fill In The Blanks

(1×5 = 05)

- (1) Budgeting is an essential aspect of a PR campaign, involving the allocation of resources for various _____.
- (2) A successful PR campaign involves thorough _____ to understand the target audience and market dynamics.
- (3) Setting clear _____ is a fundamental step in ensuring that the PR campaign aligns with organizational goals.
- (4) Programme planning requires a strategic approach to determine the key _____ and messages.
- (5) In the context of public relations, a PR pitch is a concise and compelling presentation aimed at capturing the attention of _____.