

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIRST SEMESTER [BAJMC] Reappear Examination, January 2023

Paper Code: BA(JMC)-204**Subject: Basics of Public Relations****Time: 2 Hours****Maximum Marks: 75**

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -			2.5 × 10 = 25
	(a)	Explain the concept of Lobbying in an organization.		CO1
	(b)	Highlight the need of a Bulletin Board as a tool for PR in an organization.		CO
	(c)	Define IPRA with respect to ethics of PR.		CO1
	(d)	Conceptualize the rise of Digital Media in Public Relations		CO2
	(e)	Explain the role of PRO in an organization.		CO3
	(f)	Differentiate Corporate Communication from Public Relations.		CO4
	(g)	Briefly highlight the need for PR for a Political Party.		CO3
	(h)	How does feedback help in measuring the success of a PR Campaign.		CO4
	(i)	Define the need for Corporate Communication in organizations today.		CO4
	(j)	Analyze the need for PR for the Private Sector.		CO3
UNIT - I				
2.	(a)	Explain the functions of Public Relations and their relevance.	6	CO1
	(b)	Determine the role that Public Relations plays as a Marketing Tool.	6.5	CO1
3.	(a)	Classify various types of Publics with respect to the concept of Public Relations.	6	CO1
	(b)	Critically analyze the importance of Issue Management in an organization under the scope of Public Relations.	6.5	CO1
UNIT - II				
4.	(a)	Justify the importance of Exhibitions for enhancing Public Relations.	6	CO2
	(b)	Elaborate on the structure of a PR Agency.	6.5	CO2
5.	(a)	Illustrate the role of Media Relations for PR of a brand.	6	CO2
	(b)	Summarize the tools for Public Relations with a brief explanation.	6.5	CO2
UNIT - III				
6.	(a)	Identify the work of PR in the Public Sector.	6	CO3

	(b)	Explain the importance of PR in the Health Sector	6.5	CO3
7.	(a)	Highlight the need of PR in Election Campaigns in a country like India.	6	CO3
	(b)	Elaborate on the role that Public Relations play for NGOs.	6.5	CO3
UNIT - IV				
8.	(a)	Pitch a PR Campaign for a Shampoo brand.	6	CO4
	(b)	Examine the importance of Budgeting in PR Campaigns.	6.5	CO4
9.	(a)	Design a PR Campaign for a Food brand.	6	CO4
	(b)	Mark the significance of Research for a PR Campaign.	6.5	CO4