



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4,
Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code: BA (JMC) 204

Course Name: BASICS OF PUBLIC RELATIONS

ASSIGNMENT

(Based on Unit I & II)

- 1) Develop scenarios where different functions of Public Relations can be applied effectively. Create a classification system for types of publics based on real-world examples. **BTL 6**
- 2) Create a hypothetical organizational structure for a PR agency. **BTL 6**
- 3) Evaluate the effectiveness of Public Relations functions in managing different types of publics. Compare and contrast the functions of Public Relations in different industries. **BTL 5**
- 4) Advertising and PR are equally important for a brand. Justify the statement with a relevant case study. **BTL 5**
- 5) Elaborate on the role of Propaganda in influencing Public Opinion. **BTL 6**
- 6) Create a Multi Media Release plan for a beverage brand to be launched. Give a name to the imaginary beverage brand accordingly. **BTL 6**
