



**BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT**

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Subject: Public Relations

Subject Code: BA(JMC)204

**Practice Questions
(Unit I to Unit IV Combined)**

PRACTICE QUESTIONS PRACTICAL

1. Define a hypothetical scenario where different types of publics might interact with a company, and describe the functions of Public Relations in managing each type. (Creating - Level 5)
2. Imagine you're a time traveler sent back to the early days of Public Relations. Describe how you would introduce modern PR concepts to historical figures to expedite the evolution of PR. (Evaluating - Level 6)
3. Design a fictional case study involving a PR crisis related to corporate social responsibility. Outline steps for issue management and ethical considerations in handling the situation. (Creating - Level 5)
5. Create a role-playing scenario where PR professionals debate the ethics of using propaganda versus publicity in shaping public opinion. (Analyzing - Level 4)
6. Imagine you're starting your own PR agency. Develop a detailed business plan outlining the concept, structure, and functions of your agency. (Creating - Level 5)
7. Design a virtual reality simulation where students can experience a press conference from the perspective of both a journalist and a company spokesperson. (Creating - Level 5)
8. Create a role-playing activity where students take on the roles of different PR tools (e.g., House Journal, Bulletin Board) to demonstrate their effectiveness in communicating a company's message. (Creating - Level 5)
9. Invent a hypothetical futuristic tool or technology for PR professionals to use in their campaigns. Describe its features and potential impact on the industry. (Creating - Level 5)
9. Develop a hypothetical job description for a Public Relations Officer (PRO) tasked with managing communication for a space tourism company. (Creating - Level 5)
10. Create a simulated crisis scenario where a PR team must navigate the complexities of managing public perception during a natural disaster. (Creating - Level 5)

11. Design a case study exploring the role of PR in promoting public health initiatives, such as vaccination campaigns or mental health awareness programs. (Analyzing - Level 4)
12. Imagine you're advising a fictional political party on their PR strategy for a futuristic election campaign. Propose innovative tactics that leverage emerging technologies and social trends. (Creating - Level 5)
13. Compose a futuristic timeline depicting the evolution of corporate communications over the next century, including the integration of AI and virtual reality. (Creating - Level 5)
14. Develop a hypothetical corporate communications strategy for a company launching a groundbreaking product that challenges industry norms. (Creating - Level 5)
15. Create a role-playing activity where students act out a PR pitch to a potential client, incorporating elements of storytelling and persuasive communication. (Creating - Level 5)
16. Design a virtual reality simulation where students can experience the different stages of a PR campaign, from research and planning to implementation and evaluation. (Creating - Level 5)