



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

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

A-4, Paschim Vihar, Rohtak Road, New Delhi-110063

Tel.: 011- 25275055 Tel. / Fax: 011- 25255056 E-Mail: mca@bvicam.ac.in

Visit us at: www.bvicam.ac.in

Subject: Public Relations

Subject Code: BA(JMC)204

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

- 1) Define Public Relations and provide examples of its various functions. (Understanding - Level 2)
- 2) Compare and contrast the historical evolution of Public Relations with its modern-day practices. (Analyzing - Level 4)
- 3) Evaluate the scope of Public Relations, focusing on its role in issue management, corporate social responsibility, and advertising. (Evaluating - Level 6)
- 4) Discuss the ethical considerations in Public Relations, referencing industry codes such as PRSI Code and IPRA guidelines. (Evaluating - Level 6)
- 5) Explain the concept, structure, and functions of a PR agency, highlighting its key responsibilities. (Understanding - Level 2)
- 6) Design a multimedia release plan for a PR campaign, integrating press, audio, video, and social media elements. (Creating - Level 5)
- 7) Evaluate the effectiveness of different tools and techniques for Public Relations, such as house journals and exhibitions. (Evaluating - Level 6)
- 8) Develop a comprehensive press kit for a product launch, outlining all necessary materials and information. (Creating - Level 5)
- 9) Discuss the role and responsibilities of a Public Relations Officer (PRO) in managing communication for an organization. (Understanding - Level 2)
- 10) Compare and contrast the application of PR in the public and private sectors, emphasizing Corporate Social Responsibility (CSR) initiatives. (Analyzing - Level 4)
- 11) Analyze the unique challenges and opportunities of PR in the education and healthcare sectors. (Analyzing - Level 4)
- 12) Evaluate the role of PR in political parties and election campaigns, considering its influence on public opinion and voter behavior. (Evaluating - Level 6)
- 13) Trace the evolution of Corporate Communications and its relationship with Public Relations. (Understanding - Level 2)
- 14) Define PR pitch and campaign, outlining the key components of each. (Understanding - Level 2)
- 15) Develop a comprehensive PR campaign plan, including research, objective setting, program planning, budgeting, implementation, and evaluation. (Creating - Level 5)

16) Examine the relationship between corporate communications and Public Relations, highlighting their complementary roles. (Analyzing - Level 4)

