**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**B.A. (INDUSTRIAL RELATIONS)– IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**IR 4222 – PUBLIC RELATIONS MANAGEMENT**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains TWO printed pages and THREE parts**

**PART-A**

**Answer any TEN questions (10x2=20 marks)**

1. What is Public Relations Management?
2. What is the meaning of Theory?
3. What is the meaning of Advertising?
4. Give two examples of Internal Public.
5. Give two other names for House-journals.
6. Expand CPR and AGM.
7. Name the book authored by E.M.Rogers which is connected with a P.R. Theory. Name this Theory.
8. Name the Indian leader associated with I.T.M. Theory of Public Relations.
9. Name any two pioneers of Public Relations.
10. Name any two leading women’s magazines of India.
11. Name the official Radio Station and Television Station of Government of India.
12. Name the three components of an organizational system as per the Systems Theory of Public Relations.

**PART-B**

**Answer any FIVE questions. (5x5=25 marks)**

1. Give details of various Professional Bodies in Public Relations Management.
2. Write notes on various objectives of Public Relations.
3. Explain public relations as Relationship Management.
4. Write short notes on the uses of social media in public relations management in organizations.
5. Give your opinion regarding the use of Television in the public relations scenario.
6. What is the nature and scope of Public Relations?
7. Explain Public Relations Management as a Staff Function. Can there be traces of Line function in Public Relations Management?

**PART-C**

**Answer any ONE question. (1x15=15 marks)**

1. Write an essay on Corporate Social Responsibility (CSR) and its role in Public Relations Management.
2. Explain any two theories used in Public Relations.