**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 27**

**B.A INDUSTRIAL RELATIONS – VI SEMESTER**

**Special Supplementary Examination, JUNE 2019**

**IR6115 : Public Relations**

Supplementary candidates only.

Attach the question paper with the answer booklet

**Time : 2.5 hrs Maximum marks : 70**

*This question paper has one printed page and three parts*

**SECTION-A**

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

1. Define Public Relations.
2. What is an Agenda in a meeting?
3. What is a Press Note? When is it issued?
4. Who is the Information and Broadcasting minister of India?
5. When was Doordarshan started?
6. What is Direct Mailing?
7. What is Corporate social responsibility?
8. List any two radio channels in India.
9. What is outdoor advertising? List any two forms.
10. What is Intranet? What is its purpose?
11. List two elements of a good speech.
12. Name any two English newspapers dailies published in India

**SECTION-B**

**Answer any FOUR questions: (4x5=20 marks)**

1. Write short notes on the scope of Public Relations.
2. What are the essentials of good written communication?
3. What are the advantages and disadvantages of Television?
4. What is the role of a chairman in a meeting?
5. What is the role of PR during an AGM?
6. What is the objective of calling for a Press Conference?

**SECTION-C**

**Answer any TWO questions: (2x15=30 marks)**

1. Explain the history and growth of Public Relations in India.
2. Classify and explain about the various tools and media in Public Relations.
3. What is Corporate Public Relations? How does a firm manage PR with the

Internal and External Publics?

**IR6115-E-18**