

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 4130505

Date: 01-06-2015

Subject Name: Public Relations Management

Time: 02:30 pm - 05:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q1. (a) What is the need for public relations? Explain various objectives of Public Relations. (07)

(b) Explain various types of Public Relations tools. (07)

Q2. (a) Explain the process of Public Relations. (07)

(b) Explain various essential elements of good public relations. (07)

OR

(b) Explain the role of advertisement in business organization. (07)

Q3. (a) Explain the Do's and Don'ts of Public relations management (07)

(b) Explain the ethics and professional code in PR (07)

OR

(a) Explain various essentials required in presentation for seminars/conference (07)

(b) Explain corporate communication as an important tool for managing public relations communication. (07)

Q4. (a) Explain the importance of strategy for marketing in public relations activities. (07)

(b) What is complaint? Explain various steps involved in handling customer complaint. (07)

OR

(a) Explain various strategies for creating good corporate image. (07)

(b) Which are the various challenges in communicating organizational message? Explain. (07)

Q 5. (a) Explain various strategy for managing the damage control in the organization (07)

(b) Explain various functions of Public relations. (07)

OR

(a) Explain various types of electronic media used for public relations communication. (07)

(b) Explain how ethical issues can be improved of various aspects in the organization. (07)
