

I – PRINCIPLES OF PUBLIC RELATIONS & COMMUNICATION

- N.B. :
- i) Attempt **FIVE** questions in all but not more than **THREE** from either section.
 - ii) All questions carry equal marks.
 - iii) Answers to **TWO SECTIONS** must be written in the **SAME ANSWER BOOK**.
 - iv) Total No. of Questions is **TEN**.

SECTION - I : PRINCIPLES OF PUBLIC RELATIONS

1. Mutual dependence of people and business, government, and social organizations has created the need for a new philosophy and function of management, which we refer to as public relations'. Justify the statement, present your preferred definition of Public Relations and elaborate.
2. Describe Advertising, Lobbying and Propaganda as forms of public communication. How Public Relations communication is different from them?
3. 'The response to the power of people's opinion is probably what we know today as Public Relations.' Against this background, narrate the growth of Public Relations as a profession from ancient to modern era.
4. How are 'Press Relations' and 'Advertising', the two major tools of Public Relations, used to achieve the best possible results for an organization?
5. Management is a process of systematic way of doing things. Describe Public Relations as a management function. Elaborate the Public Relations Process.

SECTION II : COMMUNICATION

6. Explain the importance of Social Contact, Common Medium, Transmission, and Understanding as elements of communication.
7. 'Interpersonal face to face communication is said to be the most perfect form of communication that two persons can attain. Justify and present the features of interpersonal communication .
8. The evolution of mass media has revolutionary impact on the human society. Elaborate with reference to the role of mass media.
9. 'India lives in its villages', but rural communication still remain most challenging due to the inherent problems afflicting the Indian society. Identify the problems of rural communication and what solution do you suggest to overcome this.
10. Write short notes on any **TWO** of the following :
 - a) PR and the Community Public
 - b) House Magazine as a PR tool.
 - c) Intercultural Communication
 - d) Non Verbal Communication.

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with Late Fee - Rs 1000/- 25th Jan 2011

II – MEDIA OF PUBLIC RELATIONS

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1. List the tools of Print Media. Which of these tools can be effectively used in motivating employees of an electronic company towards high productivity? Explain any TWO of these tools, in detail, in this context.
2. Explain critically, the role of private television channels in contributing to socio-economic changes and agricultural growth in rural India where a large segment of country's population lives. Give appropriate examples.
3. a) Define documentary film
a) Explain the PR Value of documentary films
b) Name a few documentary films & documentary film makers.
d) List a few TV Channels known for telecasting good documentary films.
4. Interpersonal communications continues to be one of the effective modes of communications. Explain. Also enlist its strengths and limitations.
5. Explain the expanding role of mass media in national development in India. Cite examples from the prevailing scene in the country.
6. Writing for Print Media differs from writing for Radio and T.V. Explain.
7. Elaborate the various steps involved in drafting a Press Release.
8. "Radio and Television are considered as the most immediate and widespread mode of mass communication in India." The government of India has launched an ambitious programme called "Bharat Nirman" aimed at the rapid development of rural India. How do you, as a public relations professional, use these media in motivating and harnessing people as parties in progress?
9. Internet today has emerged as a very important tool for Public Relations. Explain. Analyze the advantages and disadvantages of Internet as a PR tool.
10. Write short notes on any **TWO** of the following :
 - a) Blend of Traditional Media with Electronic Media.
 - b) Characteristics of films
 - c) Use of photographs in PR practice
 - d) Steps involved in organising an exhibition of engineering equipments.

IV – EDITING AND PRODUCTION OF PUBLICATIONS

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SECTION - I : WRITING AND EDITING

1. Edit the enclosed copy (Annexure – I) and attach the same to the answer sheet, giving two styles of headlines.
2. What all does editing involve? Also mention the soft skills and hard skills required to become a good sub-editor.
3. Write short notes on any four of the following page make-ups:
 - a) Magazine Make-up
 - b) Circus Layout
 - c) Tabloid form
 - d) Modular Layout
 - e) Frame Layout.
4. What are various forms of printed company periodicals? Explain each one of them elaborately.
5. Give ten tips for writing headlines for articles in Magazines.

SECTION – II : PRODUCTION OF PUBLICATIONS

6. Explain the following :
 - a) Color Printing
 - b) Lithography photo-effect printing.
7. What is desktop publishing? What are the equipments, hardware and software, used?
8. Explain in detail, varieties and sizes of paper available in the market.
9. What are the different kinds of layouts. Explain the difference between thumbnail sketch and semi-finished Layout in details.
10. Explain the difference between Serif, Sans Serif, fancy and hand written style of type faces. Which type size, and type face, you will recommend for printing the text of a novel, and why?

Contd....2....

IV – EDITING AND PRODUCTION OF PUBLICATIONS

- N.B. :
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Contd....2....

C2-IV:Q.1[Sup.10]

Candidate's Exam Seat No. : _____

ANNEXURE - I

BANGALRE : Chief Minister N Dharam Singh said on Tuesday that tackling infrastructure problems of Bangalore tops the Government's agenda. Mr. Singh, who laid the foundation stones for 39 development works estimated at Rs. 118 Crores in the Binnypet assembly constituency, said 15 more flyovers will be constructed to decongest the traffic in the city.

The Government is committed to tackling all infrastructure problems and all road and flyover works are being expedited, he said.

Work on the international airport project has already begun and the Government has decided to go ahead with the metro rail project. There is no truth in the allegation made by some leaders against the metro rail project, he said. The survey of the project was done in 1983 and its execution was delayed owing to several reasons, he said.

Attach this edited copy to the answer sheet.

V – ADVERTISING THEORY AND PRACTICE

- N.B. :
- i) Attempt any **FIVE** questions.
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1. Analyse the following statement -

“Public Relations and Advertising are not parties to a forced marriage or even a marriage of convenience. Nor are they identical twins, who merely wear different clothes. They are more like college room-mates, wearing each others' coats and ties on occasions....., but alike in their loyalty to alma mater”.

(Howard Stephenson)

2. In what ways product advertising is different from Institutional Advertising? Also explain the main objectives of doing institutional advertising.
3. What are the main departments of an advertising agency? Briefly explain their functions.
4. With the help of examples, explain David Ogilvy's Brand Image theory and Rosser Reeves' USP.
5. What is layout in a print advertisement? Briefly explain the major principles of layout.

OR

5. Explain the important elements of a print Advertisement? What is the role of a headline in a print Advertisement?
6. Is it possible to measure advertising effectiveness? Briefly explain the major post-testing techniques used to measure the effectiveness of advertising.
7. A large number of advertisements released in India are misleading or indecent. Do you agree? Explain the role of ASCI in this context.
8. Explain the merits and demerits of any four advertising media. Also explain the important sources of information needed in media planning.
9. What is an advertising campaign? List out the main steps involved in advertising campaign planning and explain any two of them.
10. Write short notes on any **TWO** of the following :
 - a) “Percentage of Sales” method of budget – setting
 - b) In-house agency
 - c) Advertising appeals
 - d) INS
 - e) Internet as a medium of advertising.

Product advertising is different from Institutional advertising. Discuss the objectives of doing institutional advertising.

What are the main departments of an advertising agency? Explain the functions of each department.

With suitable examples, explain David Ogilvy's Brand Positioning Strategy (BPS).

What are the key elements of a print advertisement? Briefly explain the importance of each element.

OR

What are the important elements of a print advertisement? Discuss the role of each element.

How can we measure advertising effectiveness? Briefly discuss the various techniques used to measure the effectiveness of advertising.

Many advertisements released in India are misleading. Explain the role of ASCI in this context.

Discuss the merits and demerits of any four advertising media.