Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (INTEGRATED) - SEMESTER- 03 • EXAMINATION - SUMMER 2017

	Subject Code: 4130505 Subject Name: PUBLIC RELATION MANAGEMENT Time: 02.30 PM TO 05.30 PM		Date: 31/05/2017 Total Marks: 70	
Tiı				
Inst	2.	. Attempt all questions.		
Q.1	(a) (b)	Explain Public Relation Management with Functions of it in detail Discuss Role of the Public Relation in Corporate in Detail.	0'	
Q.2	(a) (b)	Write a detail note on essential for good Public Relation. Role of Advertisement in Business Organization OR	0′	
	(b)	Public Relation Material with reference to its Importance	0′	7
Q.3	(a) (b)	Effective Public Relation communication is essential for better result' disc What are the importance of Public Relation Strategies.? OR	uss. 0 ′	
Q.3	(a) (b)	Discuss Meaning and Importance of to Damage Control. Explain Marketing strategies of Public Relation.	0′	
Q.4	(a) (b)	Discuss how Public Relation is effective with the help of creating corporate Discuss Ethics and Professional code in Public Relation OR	te image. 0'	
Q.4	(a) (b)	Discuss Process to collect Dues in detail. Public Relations Functions in the light of Right to information consume	0' erism. 0'	
Q.5	(a) (b)	Discuss Challenges in Public Relation in Detail. Write a Detail Note on DO's and DON'Ts in Public Relation. OR	0'	
Q.5	(a) (b)	What do you mean by Body language in Public Relation?- Discuss Discuss process for customer care and complaint handling.	0′	
