| Seat No.: | Enrolment No. |
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## **GUJARAT TECHNOLOGICAL UNIVERSITY**

MBA (AM) – SEMESTER – 3 - EXAMINATIONS – WINTER - 2016

| Subject Code: 4130505 |            |   | Date: 19/12/2016 |  |
|-----------------------|------------|---|------------------|--|
| Tin                   | -          | Name: Public Relations Management 2.30 PM TO 05.30 PM Total Marks:  | 70               |  |
|                       |            | Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.              |                  |  |
| Q.1                   | (a)        | Define the term Public Relations. Describe the scope and Functions of Public Relations.                                       | 07               |  |
|                       | <b>(b)</b> | Describe the importance of Mannerisms and Body Languages in Public Relations.   | 07               |  |
| Q.2                   | (a)<br>(b) | Describe the Process of Customer care with example.  Explain the Role of Advertisement in Business Organization.  OR          | 07<br>07         |  |
|                       | <b>(b)</b> | Describe Essentials in Presentations in Seminars and conferences.   | 07               |  |
| Q.3                   | (a)        | Explain what is Strategy? Describe the Strategy for Marketing.  | 07               |  |
|                       | <b>(b)</b> | Describe the Strategy for creating Corporate Image. <b>OR</b>   | 07               |  |
| Q.3                   | (a)<br>(b) | Explain the Strategy of Damage Control. Write a note on Health and Education.   | 07<br>07         |  |
| Q.4                   | (a)        | Describe the Do's and Don'ts in Public Relations Management.  | 07               |  |
|                       | <b>(b)</b> | Write a note on Ethics and Professional Code in Public Relations.  OR   | 07               |  |
| Q.4                   | (a)<br>(b) | Explain the Code of Conduct in Advertisement.  Explain Out Sourcing of Public Relations.  0                                   |                  |  |
| Q.5                   | (a)<br>(b) | Write a note on Public Relations and Human Relations. Write a note on Electronic Media Coverage and Sales Promotion campaign. | 07<br>07         |  |
| Q.5                   | (a)<br>(b) | OR Write a note on Strategy for Promoting Social Awareness. Explain the Challenges of Public Relations.                       | 07<br>07         |  |

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