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

MAM - SEMESTER-III • EXAMINATION – WINTER 2013

Subj	ect (	Code: 4130505 Date: 21-12-2013	
U	: 02	Name: Public Relations Management 2:30pm – 05:30pm Total Marks: 70	
	2.	Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.	
Q.1	(a) (b)	public relations?	07 07
Q.2	(a) (b)		07 07
	<b>(b)</b>	Explain how Mannerism and Body Languages play an important role in maintaining Public Relations.	07
Q.3	(a) (b)	1	07 07
Q.3	(a) (b)	•	07 07
Q.4	(a) (b)	1	07 07
Q.4	(a) (b)		07 07
Q.5	(a)	Explain the Code of Conduct to be followed in Public Relationship Meeting.	07
	<b>(b)</b>	OR	07
Q.5	(a) (b)	•	07 07

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