Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM - SEMESTER–III • EXAMINATION – WINTER • 2014

Subject Code: 4130505 **Date: 09-12-2014**

Subject Name: Public Relation Management

Time: 10:30 am - 01:30 pm **Total Marks: 70**

Instructions:

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

Q.1	**(a)**	What are the basic element of public relation management?	**07**
	(b)	Discuss in detail Do's and Don'ts of Public Relation management?	**07**
Q.2	**(a)**	What is scope of Public Relations in the Marketing and Advertising Age?	**07**
	(b)	What are the measurement of effectiveness of PR?	**07**
		OR	
	(b)	Explain the credibility of source and importance of truth in PR campaign. What are the limitations of a credible source?	**07**
Q.3	**(a)**	What are the various pros and cons of PR Consultancies?	**07**
	(b)	What is the process of customer-care and why it is so important to do it?	**07**
		OR	
Q.3	**(a)**	Discuss various marketing strategy for any company which are currently to be used to increase social awareness about their products?	**07**
	(b)	Discuss various functions of Public relation management in the light of RIT?	**07**
Q.4	**(a)**	Write a detailed note on outsourcing in public relations.	**07**
	(b)	Discuss Code of Conduct in Advertisement and Corporate Public Relationship Meetings with reference to Indian corporate.	**07**
		OR	
Q.4	**(a)**	What do you mean by damage control? Why it is so important to take into consideration. Being a PRO of any company, what will be measures / strategies you will take to control your damages?	**07**
Q.4	**(b)**	How can individual codes be integrated with the professional codes of practice in PR?	**07**
Q.5	**(a)**	Write a short note on IPRA code of conduct	**07**
	(b)	Explain the importance of sponsorship in the field of public relations	**07**
		OR	
Q.5	**(a)**	Discuss the various factors effecting to selection of brand ambassadors for any product. What are the importance of it.	**07**
	(b)	Discuss in detail role and importance of Corporate public relation in India.	**07**

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