

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM)– SEMESTER –3• EXAMINATION – WINTER - 2018

Subject Code:4130505**Date:10/12/2018****Subject Name: Public Relations Management****Time:10:30 am to 1:30 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) Define Public relations and explain its functions **07**
 (b) Explain in detail the tools of Public relations **07**
- Q.2** (a) Explain the essential steps for organizing a press conference. **07**
 (b) What are trade fairs and what are the guidelines for participating in a trade fair. **07**
- OR**
- (b) What do you mean by corporate image and how it is measured and improved. **07**
- Q.3** (a) With an example explain how can crisis be effectively managed. **07**
 (b) Is it necessary to have a damage control plan ? What all should be included in the plan. **07**
- OR**
- Q.3** (a) Effective public relation is an integral part for the success of any organization. Elucidate. **07**
 (b) Explain the ethics and code of conduct in Public relation. **07**
- Q.4** (a) What qualities are essential to be a Public relation manager **07**
 (b) What challenges are faced by the personnel working in Public relation department. **07**
- OR**
- Q.4** (a) What is the importance of body language in Public relation. **07**
 (b) What are the do' and don'ts of Public relation. **07**
- Q.5** (a) Explore the option of Outsourcing the Public relation. **07**
 (b) How can any promotional campaign be made successful ? **07**
- OR**
- Q.5** (a) Explain the process of customer care and complain handling. **07**
 (b) Short note on information management. **07**
