

1. All questions are compulsory.
2. Marks are indicate towards Rightside.

- Q.1 a) Define Public Relations and explain its objectives in detail ?** [8]
- b) Explain different methods of off the job training in Public Relations ?** [7]

OR

- Q.1 a) Explain the concept of NGO along with its features ?** [8]
- b) What are crises and explain the various steps in crises management framed by PR ?** [7]

- Q.2 a) What are the different objectives of communication ?** [8]
- b) What are the basic steps for effective complaint management ?** [7]

OR

- Q.2 a) Explain the concept of PR consultancy ? State its pros and cons in detail ?** [7]
- b) Explain the public relations process ?** [8]

Q.3 Write short note on :

- a) Mannerism in Public relation** [5]
- b) PR and Sales Promotion** [5]
- c) Public Education** [5]

OR

Q.3 Write short note on :

- a) Benefits of Training** [5]
- b) Public Relation Department** [5]
- c) Consumer Rights** [5]

Q.4 Read the following case study and answer the given question.

Anju appliances are the manufacturer of durable consumer goods like electronic automatic irons, toasters, fans, heaters and the like. It is a medium size industry. It has just entered in market 6 months ago. It is difficult for them to compete in market with the large scale industries. If they increase the price for higher profits it will pay the way for large scale industries manufacturing similar goods and if, they charge low they will face losses. So in either way the company will be proved as non-competitive.

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