

UNIVERSITY OF THE PUPLSABARER AND BOOK Roll No.

Eighth Semester - 2017 Examination: B.S. 4 Years Programme

PAPER: Public Relations-II Course Code: BSCS-421

(a) Press

TIME ALLOWED: 30 mins. -MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Part - 1 MCQS.

Encircle or tick the co	rrect answer:	(10
1) Public Relations is a	bridge between an organiz	zation and its:
(a) Owner	(b) Publics	(c) Government
2) Public Relations is t	he art to promote favourab	ole:
(a) Policy	(b) Partnership	(c) Public Opinion
3) Public Relations is t	he management:	
(a) Production	(b) Function	(c) Programme
4) Good public relation	ns builds up the image of :	
(a) Persons	(b) Organizations	(c) Corporations
5) Public Relations does	s not mean to befool:	
(a) Institutions	(b) Politicians	(c) Public
6) Propaganda is an imp	portant tool of:	
(a) Publicity	(b) Advertising	(c) Public Relations
7) Experts regard medi	a an important agent of:	
(a) State	(b) Change	(c) Public
8) Advertising is one of	the overt:	
(a) Campaigns	(b) Fields	(c) Strategies
9) Publicity consists of	obtaining:	
(a) Good Coverage	(b) Positive Image	(c) Free Space or Time
10) Public relations is no	ot a passive:	

(c) Activity

(b) Policy

Public Relation Past Paper

Krishnamurthy Sriramesh, Ansgar Zerfass, Jeong-Nam Kim

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seminal theory building in public relations bolstered by the work of James E Grunig and Larissa A Grunig and the groundbreaking 1992 IABC Excellence Study examining best practices in the field This volume presents a challenge to future researchers encouraging consideration of other theoretical research problems that will lead to improving the management practice of public relations This collection advances scholarly and practitioner understanding of excellence in public relations and communication management and as such public relations and communications scholars in addition to practitioners and graduate students studying these areas will benefit immensely by reading the work in this volume **Ethics and Professionalism** Johanna Fawkes, 2014-08-01 Do professions really place duty to society above clients or their own interests If not how can they be trusted While some public relations PR scholars claim that PR serves society and enhances the democratic process others suggest that it is little more than propaganda serving the interests of global corporations This is not an argument about definitions but about ethics yet this topic is barely explored in texts and theories that seek to explain PR and its function in society This book places PR ethics in the wider context of professional ethics and the sociology of professions By bringing together literature from fields beyond public relations sociology professional and philosophical ethics and Jungian psychology it integrates a new body of ideas into the debate The unprecedented introduction of Jungian psychology to public relations scholarship shifts the debate beyond a traditional Western Good Bad ethical dichotomy towards a new holistic approach with dynamic implications for theory and practice This thought provoking book will be essential reading for students academics and professionals with an interest in public relations ethics and Public Relations and Communication Management Krishnamurthy Sriramesh, Ansgar professionalism Zerfass, Jeong-Nam Kim, 2013-06-07 Public Relations and Communication Management serves as a festschrift honoring the work of public relations scholars James E Gruning and Larissa A Grunig Between them the Grunigs have published 12 books and more than 330 articles book chapters and various academic and professional publications and have supervised 34 doctoral dissertations and 105 master's theses This volume recognizes the Grunig's contributions to public relations scholarship over the past four decades To honor the Grunig's scholarship this volume continues to expand their body of work with essays from renowned colleagues former students and research associates The chapters discuss current trends in the field as well as emerging issues that drive the field forward Sample topics include theories and future aspects of the behavioral strategic management approach to managing public relations and its linkages and implications to related subfields and key field issues Contributions stimulate academic discussion and demonstrate the relevance of applied theories for the practice of public relations and communication management with up to date concepts theories and thoughts SIVNSatlui Jal Vidyut Nigam Junior Field Officer (PR) Exam Public Relations Subject Only Chandresh Agrawal, Nandini Books, 2025-04-21 SGN The SJVN Satluj Jal Vidyut Nigam Junior Field Officer PR Exam Public Relations Subject Only Covers Internet Science Svetlana S. Bodrunova, 2018-10-17 This book constitutes the Objective Questions With Answers

proceedings of the 5th International Conference on Internet Science held in St Petersburg Russia in October 2018 The 23 papers presented were carefully reviewed and selected for inclusion in this volume They were organized in topical sections named risks on the Internet detecting harmful content and discussing regulation methodologies for studies of online The SAGE Handbook of Public Relations Robert L. Heath, 2010-07-29 An audiences and online media and public issues unparalleled guide to the theory and practice of public relations Reflecting advances in theory research and application in the discipline since the publication of the Handbook of Public Relations in 2001 this new volume is global in scope and unmatched in its coverage of both academic research and professional best practice Key Features Presents major theories in the words of the leading advocates for each theory Covers the full range of theory research and practice in the discipline Positions public relations as a positive force to help make society more fully functional Challenges academics and practitioners to identify best practices that can inform the work of those in the profession **Public Relations Democracy** Aeron Davis, 2002-05-03 This book looks at the rapid expansion of professional public relations and discusses its effects on the mass media and political process The Global Public Relations Handbook, Revised and Expanded Edition Krishnamurthy Sriramesh, Dejan Vercic, 2009-01-13 Expanding on the theoretical framework for studying and practicing public relations around the world The Global Public Relations Handbook Revised and Expanded Edition extends the discussion in the first volume on the history development and current status of the public relations industry from a global perspective This revised edition offers twenty new chapters in addition to the original contents It includes fourteen additional country or regionally focused chapters exploring public relations practice in Africa Asia Europe and the Americas Contributors use a theoretical framework to present information on the public relations industry in their countries and regions They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics Each country specific chapter includes a case study typifying public relations practice in that country Additional new chapters discuss political economy activism international public relations and United Nations public affairs Score Plus CBSE Question Bank and Sample Question Paper with Model Test Papers in Business Studies (Subject Code 054) CBSE Term II Exam 2021-22 for Class XII Vaneet Kaur, Nisha Hastir, Karanjeet, Shikha Chaudhary, Suman Lata, Deepa Tiwari, Bhavna Sharma, Nikhil Mishra, Puja Pathania Gulati, Pooja Verma, Veenus, 2022-01-01 Score Plus CBSE Question Bank and Sample Question Paper with Model Test Papers in Business Studies Subject Code 054 CBSE Term II Exam 2021 22 for Class XII As per the latest CBSE Reduced Syllabus Design of the Question Paper and the latest CBSE Sample Question Paper for the Board Examinations to be held in 2021 The latest CBSE Sample Question Paper 2020 21 Solved along with marking scheme released by the CBSE in October 2020 for the Board Examinations to be held in 2021 10 Sample Papers Solved based on the latest Reduced Syllabus Design of the Question Paper and the latest CBSE Sample Question Paper for the Board Examinations to be held in 2021 10 Model Test Papers Unsolved based on the latest Reduced

Syllabus Design of the Question Paper and the latest CBSE Sample Question Paper for the Board Examinations to be held in 2021 Goyal Brothers Prakashan Public Relations and the Public Interest Jane Johnston, 2016-02-12 In this book Johnston seeks to put the public interest onto the public relations radar arguing the need for its clear articulation into mainstream public relations discourse This book examines literature from a range of fields and disciplines to develop a clearer understanding of the concept and then considers this within the theory and practice of public relations The book s themes include the role of language and discourse in establishing successful public interest PR and in perpetuating power imbalances intersections between CSR governance law and the public interest and how activism and social media have invigorated community control of the public interest Chapters explore the role of the public interest including cross cultural and multicultural challenges community and internal consultation communication choices and listening to minorities and subaltern publics

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