

M.A. DEGREE EXAMINATION – APRIL 2017
IV SEMESTER

41043

POLITICAL SCIENCE AND PUBLIC ADMINISTRATION
PAPER – III: PUBLIC RELATIONS

(No additional sheet will be supplied)

Time: 3 Hours

Max.Marks: 75

PART – A

Answer *any Five* Questions

5 x 3 = 15 Marks

Each Question carries *Three (3)* Marks

Each Answer should not exceed *One (1)* page

1. Public Relations
2. Public Relations Department
3. Public Relations officer
4. Media Relations
5. Press Conference
6. Ethics
7. Public Opinion
8. Press Information Bureau

PART – B

Answer *all* Questions

4 x 15 = 60 Marks

Each Question carries *Fifteen (15)* Marks

Each Answer should not exceed *Six (6)* pages

9. Explain the nature, features and process of Public Relations.
- (OR)
10. Trace the evolution and growth of Public Relations.
- (OR)
11. Discuss the structure and functions of Public Relations Department of Government of Andhra Pradesh.

(OR)

12. Elucidate the qualities and functions of a good Public Relations Officer.

13. Write an essay on features of major aids to Public Relations.

(OR)

14. Comment on the structure, planning and image of corporate Public Relations.

15. Bring out the essentials of strategies and Media Relations of corporate Public Relations.

(OR)

16. Comment on the Ethics in Public Relations.