

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2024  
(Sixth Semester)

Branch – VISUAL COMMUNICATION(ELECTRONIC MEDIA)

DISCIPLINE SPECIFIC ELECTIVE – II PR & EVENT MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What is the goal of the publicity?  
(i) To attract the audience (ii) Showcase your products  
(iii) It is a legal notice (iv) Both (i) & (ii)
- 2 \_\_\_\_\_ are events where information is distributed and where the media can ask questions.  
(i) Advertisements (ii) Agenda  
(iii) Educational meet (iv) Press conferences
- 3 Which officer responsible for communications, public relations, and/or public affairs in an organization?  
(i) PRO. (ii) General Manager  
(iii) Branch Manager (iv) Chief Secretary
- 4 \_\_\_\_\_ is the set of people who make up the workforce of an organization, business sector, industry, or economy.  
(i) Security (ii) Human resources  
(iii) Bankers (iv) Raw materials
- 5 Which focuses on planning and organizing a project and its resources?  
(i) Public management (ii) Product Exhibition  
(iii) Project management (iv) Income.

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain the importance of public relation tools.  
OR  
b Describe the functions of propaganda.
- 7 a Summarize the elements of planning in PR.  
OR  
b List out the needs of Crisis management.
- 8 a Explain the activities of internal PR.  
OR  
b Explain the activities involved in lobbying.

Cont...

9 a Describe the risk management while organizing events.

OR

b Explain the scope of Event management.

10 a Explain the corporate management.

OR

b Describe the optimization of project management.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Summarize the needs and functions of PR.

OR

b Give a detailed account of steps in writing a press release for a press conference.

12 a Describe the role of PR organizations.

OR

b Elaborate the 5 elements of public relations.

13 a Write about the external PR activities of Political parties in India.

OR

b Summarize the advantages of PR activities in Public and Private sectors.

14 a Elaborate the role of Event managers.

OR

b Discuss the financial and marketing aspects of event management.

15 a Explain the planning, optimization and managing process of project management.

OR

b Examine the advantages of cultural and festival events in the management aspects.

Z-Z-Z

END