

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

MAJOR ELECTIVE COURSE – II: PR AND 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 are the main activities of PR?
(i) Sponsorship & Publicity (ii) Publicity & Event management
(iii) Lobbying & Literature (iv) Exhibition & Publicity
- 2 What does a PR personnel primarily work with?
(i) Public and media relations (ii) Chemical formulas
(iii) Space exploration (iv) Automobile repair
- 3 What is the main goal of the IPRA Code of Conduct?
(i) To control advertisements (ii) To approve media content
(iii) To guide PR professionals on ethics (iv) To make business rules
- 4 Which financial task is involved in PR?
(i) Hiring employees (ii) Writing content for blogs
(iii) Designing marketing materials (iv) Allocating funds for promotions
- 5 What is the main goal of optimizing public relations (PR) efforts?
(i) To spread false information
(ii) To improve brand reputation and engagement
(iii) To reduce communication with the public
(iv) To avoid media interactions

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Define Propaganda.
OR
b Mention the purpose of Public opinion.
- 7 a Differentiate the functions of PR in public and private sector.
OR
b What is Lobbying?
- 8 a Comment on crisis management.
OR
b What is PRSI? Explain its importance.
- 9 a How do you manage risks in Event Management.
OR
b Write a note on Human Resources for event management.
- 10 a Why is teamwork important in project management?
OR
b What tools and techniques help in optimizing PR campaigns?

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Discuss the Principles & Practices of public relations.
OR
b Highlight the functions of PR tools.
- 12 a Explain the characteristics and qualifications of PR personnel.
OR
b Identify the organizational setup of PR departments.
- 13 a Detail the stages of PR campaign and its process.
OR
b Give an account of IPRA code.
- 14 a What are the main responsibilities of an event manager? Analyse.
OR
b Comment on the significance of Marketing in event management.
- 15 a Why are planning and budgeting important in managing a project or business?
OR
b. How do PR professionals measure the success of a campaign?

Z-Z-Z

END