

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – VISUAL COMMUNICATION(ELECTRONIC MEDIA)

MAJOR ELECTIVE COURSE - II PR & EVENT MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which sector uses PR? (i) Only private companies (ii) Only government (iii) All sectors (iv) Only NGOs	K1	CO1
	2	A good PR professional must have: (i) Poor communication (ii) Creativity (iii) Ignorance (iv) Bias	K2	CO1
2	3	Which is an ethical principle in PR? (i) False information (ii) Transparency (iii) Manipulation (iv) Bias	K1	CO2
	4	IPRA stands for: (i) Indian Public Relations Association (ii) International Public Relations Association (iii) International Press Reporting Agency (iv) Indian Press Regulation Authority	K2	CO2
3	5	Event management involves: (i) Only decoration (ii) Only marketing (iii) Planning and executing events (iv) Writing articles	K1	CO1
	6	Budgeting in events means: (i) Ignoring expenses (ii) Planning income and expenditure (iii) Advertising only (iv) Hiring staff	K2	CO2
4	7	Risk management in events helps to: (i) Increase cost (ii) Avoid problems and hazards (iii) Delay events (iv) Reduce audience	K1	CO2
	8	Project management focuses on: (i) Random work (ii) Structured planning and execution (iii) Entertainment (iv) Sales only	K2	CO2
5	9	Optimization means: (i) Wasting resources (ii) Efficient use of resources (iii) Increasing cost (iv) Avoiding planning	K1	CO1
	10	The main goal of PR is to: (i) Sell products (ii) Build mutual understanding (iii) Increase profits only (iv) Control media	K2	CO2

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Define Public Relations and explain its functions in detail.	K4	CO3
		(OR)		
	11.b.	Trace the history and growth of Public Relations in India.		
2	12.a.	Explain the role of Public Relations in modern organizations.	K4	CO4
		(OR)		
	12.b.	Describe the organizational setup of PR departments and agencies.		
3	13.a.	Explain the stages of a PR campaign with suitable examples.	K3	CO4
		(OR)		
	13.b.	Discuss the importance of research, planning, and evaluation in PR.		
4	14.a.	Define event management and explain the role of an event manager.	K3	CO3
		(OR)		
	14.b.	Discuss the importance of planning and budgeting in event management.		
5	15.a.	Define project management and explain its importance.	K4	CO3
		(OR)		
	15.b.	Discuss the role and responsibilities of a project manager.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Define Public Relations and explain its functions, principles, and practices in detail.	K5	CO5
2	17	Explain the role of Public Relations in various organizations such as government, NGOs, media institutions, and corporate sectors.	K6	CO5
3	18	Explain the stages of a PR campaign in detail, including research, planning, implementation, and evaluation	K6	CO5
4	19	Define event management and explain the role and responsibilities of an event manager in organizing successful events.	K5	CO5
5	20	Define project management and explain the role of a project manager in planning, execution, and evaluation	K6	CO5I.

Z-Z-Z

END