

M.S.Public Relations - ASSIGNMENTS

PART II— FINAL

**Paper I - PUBLIC RELATIONS MANAGEMENT**

*(For DDE Students only)*

1. The functions of corporate public relations wing is to boost the corporate image. Cite two case studies.
2. Discuss the organisational structure of the ministry of information and Broad casting in India.
3. Describe the significance of public relations in private sector.
4. Examine the importance of public relations in Local bodies.
5. Explain the private sector and Government relations in the new industrial climate
6. Why do the Non—Governmental voluntary organisations need public relations?
7. Explain the present status of public relations in educational institutions.
8. Write an essay on public accountability of the public sector.
9. Explain the changing trends in public relations.
10. Answer the following:
  - (a) Social responsibility
  - (b) Technology in Public relations.

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**PART II — FINAL**

**Paper II — WRITING, EDITING AND PRINTING OF CORPORATE PUBLICATIONS**

*(For DDE Students only)*

1. Explain the tools and techniques of good writing.
2. Explain different traditional forms of printing.
3. Explain the process of printing.
4. Examine different stages of editing.
5. Vital information is needed to reach the target audience. Elucidate.
6. Cover design is more important in corporate publications. Explain.
7. Unlike daily journalism corporate publications follow different standards of Publication. Comment.
8. Explain the process of layout page make-up.
9. Re-writing is done to modify the copy only making it suitable for a specific publication. Examine it in detail.
10. Answer the following :
  - (a) Check copy.
  - (b) Preparation of dummy.

PART IT - FINAL.

**Paper III - INFORMATION TECHNOLOGY - E PUBLIC RELATIONS**

*(For DDE Students only)*

1. Write an essay on the emergence of information and communication technology.
2. Discuss the features of e-public relations strategy.
3. Bring out the basis and objectives of web site..
4. Write a critical note on search engines.
5. What are the essential components of e-mail?
6. How to find the right groups for business? Discuss.
7. Analyse the approach for internal e-public relations.
8. Bring out the components of online news letters.
9. 'The right media for the right audience'. Comment.
10. How to deal with news group controversy in the context of e-public relations?

PART II— FINAL

**Paper IV - PRINCIPLES AND PRACTICE OF BUSINESS AND MARKETING  
MANAGEMENT**

*( for DDE Students only)*

- I. Define 'management'. What are the functions of management?
2. Give an overview on sales planning.
3. Explain the importance of leadership and discuss different styles of leadership..
4. What are the various methods of measuring advertising effectiveness?
5. Explain the concept of sales force management and its importance.
6. Explain the basic principles of communication.
7. Explain the role of media in promotion of sales.
8. Describe the techniques used for controlling sales force:
9. Explain the modern techniques of management control.
10. Answer the following:
  - (a) Production Mix
  - (b) Pricing strategies.