

IM.B.A. in BM/IB/APR/BI Sem.-6 Examination

APR

FoPR

Time : 2-30 Hours]

April-2025

[Max. Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.
 (2) All questions are compulsory.
 (3) Question No. **2, 3, 4** have internal options.
 (4) Figures in the right side in parenthesis indicate marks.

- Q:1** Explain the following terms: (Any 7) **(14)**
 1. Cross-Cultural Training
 2. Hype PR
 3. Crisis Communication
 4. CSR
 5. Internal Stakeholders
 6. Alternative Media
 7. Excellence Theory
 8. ORM
- Q:2** Prepare a press release for a new product launch of a well-known company having appropriate template/format and relevant information. **(14)**
- OR**
- Q:2 (A)** Write a note on S.C.C.T. **(07)**
(B) "It is significant in public relations to manage media relations."- Justify. **(07)**
- Q:3** Explain the meaning of global PR along with various factors/considerations for practising PR in an inter-cultural context. **(14)**
- OR**
- Q:3** Write a note on following comparative cultural metrics: (7 Marks Each) **(14)**
 1. Globe Cultural Dimensions
 2. Trompenaars' Seven Dimensions of Culture
- Q:4** Explain the meaning of research in PR along with its importance and write a note on cornerstones of PR. **(14)**
- OR**
- Q:4 (A)** Explain in brief the role of media relations, influence relations in PR. **(07)**
(B) Write a note on survey and interviews in the context of research in PR. **(07)**
- Q:5** Define PR and explain any five models of PR. **(14)**