

## IMBA in BI/IB/APR Sem.-8 Examination

APR

P.R.C.C.

May-2025

Time : 2-30 Hours]

[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** What is the importance of communication flow in an organization? Explain various flow of Communication with examples. (14)
- Q:2** What do you mean by "Barriers to Communication"? Discuss the different types with practical implications. (14)
- OR**
- Q:2** Describe the evolution and growth of Public Relations in India. How is PR used today in various sectors? (14)
- Q:3** Explain how PR departments are organized within large corporations. How do PR firms differ in approach? (14)
- OR**
- Q:3** Discuss the PR Process. Explain how fact-finding, planning, implementation, and evaluation contribute to an effective PR campaign. (14)
- Q:4** What are the various tools used in Public Relations? Explain any four tools in detail with real-life examples. (14)
- OR**
- Q:4** Discuss the use of PR in the public sector. How does it differ from PR in private or commercial enterprises? (14)
- Q:5** Write Short Notes: (14)
- (i) House Journals and Annual Reports
- (ii) Press Conference and Press Release
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