

7-12-16



DOON UNIVERSITY, DEHRADUN

Final Semester Examination, IMBA- Fifth Semester, 2016-17.

School of Management

Course: IMBA 501 || Corporate Public Relations

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION : A

(Attempt all Questions)

(Marks: 3x5=15)

1. Press Release
2. In-house Journal
3. Press Conference
4. Patent & Trademark
5. SHG

SECTION : B

(Attempt any Three Questions)

(Marks: 5x3=15)

1. Explain the process Model of Public Relations in detail.
2. Define Advertising Agency and its types with examples.
3. State various tools of Public Relations, each with suitable examples.
4. State importance of Public Relations in a Competitive Marketing Environment.

SECTION : C

(Attempt any Two Questions)

(Marks: 10x2=20)

1. Explain the govt. structure of Public Relations in India. Mention important govt. agencies involved in PR.
2. Explain the ethical side of public relations and its importance for various stakeholders involved in the process of PR.
3. Corporate Imaging is a buzz word these days. Explain its importance in building brand equity and market share.