

**R8204**

**Sub. Code**

**414502**

**M.A. DEGREE EXAMINATION, APRIL-2023**

**Fourth Semester**

**Theatre and Film Studies**

**PRODUCTION AND PUBLIC RELATIONS  
MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. In house publication
2. Campaign
3. Propaganda
4. Strategic Management
5. EMIS
6. Media Pitch
7. External Public
8. Community Relations
9. Crowd sourcing
10. Ambassador

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Give a brief note on budgeting in Event Management.

Or

- (b) Analyse the role of creativity in Event Management.

12. (a) What is meant by propaganda? How does it differ from Public Relations?

Or

- (b) “Communication plays a vital role in effective PR”- Analyse.

13. (a) Mention the factors to be considered in choosing a PR agency.

Or

- (b) List down the various steps involved in implementing an effective employee communication program.

14. (a) Define ethics and mention its importance in Public relations.

Or

- (b) Analyse the current PR scenario with reference to social media.

15. (a) Give a brief note the benefits of event planning.

Or

- (b) “Event rehearsals matter regardless of your event size or complexity”- Pen your views on the statement.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. List down the different types of corporate events and explain each in detail.
  17. Explain the nature scope and significance of PR in detail.
  18. Enumerate the various tools of Public Relation.
  19. Elaborate on the laws that affect Public relations.
  20. Write a detailed note on the etiquettes and protocols to be considered while planning an event.
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