

Reg. No. :

**Code No. : 12350 E Sub. Code : JATO4 C/
SATO4 C**

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Tourism and Hospitality Management – Allied

PUBLIC RELATION AND ADVERTISING

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 1 = 10$ marks)

Answer ALL questions.

Choose the correct answer :

1. Compared to other marketing communications tools, Public Relation is the
 - (a) worst for generating trust and confidence
 - (b) average for generating trust and confidence
 - (c) best for generating trust and confidence
 - (d) excellent at colosing sales.

2. Traditionally, Public Relation and Marketing have been functionally.
(a) separate (b) united
(c) merged (d) All the above
3. Corporate advertising is currently in the _____ period.
(a) focus (b) issue
(c) Umbrella (d) relationships.
4. Which is not an example of traditional media?
(a) newspaper (b) social media
(c) A Magazine (d) Radio
5. The word photography is derived from Greek words photos and graphein which literally means what?
(a) Drawing with light (b) Frozen time
(c) Captured light (d) Stop motion
6. Why is sales promotion important to advertisers?
(a) stimulates short term demand
(b) Encourages brand switching
(c) Encourages trial usage
(d) All of the above

7. Which of the following is the limitation of advertising?
- (a) Adds to cost
 - (b) Neglecting social values
 - (c) Encouraging sale of inferior products
 - (d) All of the above
8. When a product or brand is embedded in entertainment and media then it is known as
- (a) covert advertising
 - (b) Guerrilla advertising
 - (c) Overt advertising
 - (d) None of these
9. _____ is the process of communicating favorable information about a hospitality firm to the public.
- (a) Public relation
 - (b) Publicity
 - (c) Media relations
 - (d) News conferences
10. Respect can and should be earned by
- (a) Showing respect to others
 - (b) Doing the best job possible
 - (c) Demonstrating a positive attitude while carrying out duties
 - (d) All of the above

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write a short note on Media relations.

Or

- (b) Explain the classification of Newspapers.

12. (a) Write the emerging corporate in India.

Or

- (b) What do you mean by Corporate Public Relation?

13. (a) List out the editing techniques used in Public relation.

Or

- (b) Write a note on Good layout.

14. (a) Explain Advertising Campaign.

Or

- (b) Write the role of advertising Manager.

15. (a) Write the Marketing techniques used in promoting tourism.

Or

- (b) Briefly differentiate Public relation and Publicity.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Communication and its importance in public relation.

Or

- (b) Discuss the media and its role in Public relation?

17. (a) Describe the challenges in Public relation with examples.

Or

- (b) Enumerate the importance of corporate public relation.

18. (a) Explain the role of photography + graphics in public relation.

Or

- (b) Discuss the types of editing and various techniques used in public relation.

19. (a) Explain the various theories of Advertising.

Or

- (b) Describe the need of Advertising companies with suitable examples.

20. (a) Discuss the role of public relation promoting tourism?

Or

- (b) Narrate the various functions of Public Relation Department.
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