

ASSESSMENT # 1

Total Marks: 30

- 1.** Give short answers for the following questions: (10)
- i. Define the term, 'Public Relations.'
 - ii. Why is public relations considered necessary for the success of organisations?
 - iii. Define the term, 'public.'
 - iv. Outline the key stages involved in public relations process.
 - v. What are the elements of communication?
- 2.** A) Identify the main public of a local governmental authority. (5)
- B) Discuss why the above identified public has interests in development policies of the local government? (5)

Case Study (10)

During the early Nineteenth Century, presidential campaigns in the USA included a press secretary for the first time and there was general recognition of the need for public support of candidates, if they were to be successful.

Subsequently, the commercial world followed this practice, banks were the first to use PR to influence their public, while later in the century, large corporations set - up their own PR departments.

Keeping in view the above answer the following questions:

- i. What is the role of PRO in banks?
- ii. What does a PR department do in a large corporation?