

ASSESSMENT # 1

Total Marks: 30

Answer the following questions:

- Q.1** Describe public relations. What is the importance of followings for effective PR? (10)
- i. Fragmentation
 - ii. Saturation
 - iii. Reputation
- Q.2** Explain the importance of strategy in public relations? (10)
- Q.3** What are the necessary steps for creating a PR plan? (10)