



ASSESSMENT # 1

Total Marks: 30

Answer the following Questions:

1. Why planning is important for Public Relations Activities? 5
2. Why do Public Relations Professionals sometimes feel reluctant to plan Public Relations activities? 6
3. What is SWOT analysis? And what does it consist of? 7
4. What is 'environmental scanning'? Explain with reference to Public Relations. 6
5. Discuss the various approaches used for Public Relations Planning. 6