



## Public Relations Process

### ASSESSMENT # 2

**Total Marks: 30**

**Answer the following Questions:**

1. What is macro environment? How does it affect the Public Relations of an organization? 7
2. Why Public Relations professionals work closely with lawyers? 5
3. Describe the role of a communication manager within an organization. 8
4. How public Relations Activities can be structures at various stages of the organisation? Explain with examples. 10