
Tools for Public Relations

Assessment

Total Marks: 30

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| 1. What are the important elements of communication? | 6 |
| 2. Define 'Publicity'. | 5 |
| 3. What are the similarities between Public Relations, Publicity and Advertising? | 6 |
| 4. Define public opinion. How it is formed? | 7 |
| 5. How is institutional advertising different from product advertising? | 6 |