

## The Public Relations Process

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### Assessment

**Total Marks: 30**

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