

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2013

00281

BFM-024 : FASHION PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) Each question carries equal marks.

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1. What is PR ? What are the functions of PR ? 20
 2. What is the relationship of organization behaviour to PR in e-Retails ? 20
 3. What is the importance of communication with IVR ? How can it be used to improve the benefit of PR ? 20
 4. What is CSR ? How is re-cycled products related to this ? 20
 5. Define the role of PR personal in a SME ? 20
 6. How PR handles Social Media ? 20
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