

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2012

BFM-024 : FASHION PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.

(ii) Each question carries *equal* marks.

1. What is PR ? What are the functions of PR in an organisation ? 20
2. What are the different touch points of customer for PR in e-Retail ? Explain with examples. 20
3. How PR handles Social Media for organisation's benefit ? 20
4. What is the importance of communication with IVR ? How can it be used to improve the benefits of PR ? 20
5. Define the role of PR personnel in a SME. 20
6. Explain with examples the role of Ethics in Public Relation. 20
7. What are factors you will consider to select a PR agency for your organisation exporting fashion garments for women ? 20