

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

June, 2013

00728

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 the relation of PR for Retail and e - Retails ? 20
 2. What is CSR ? How is re - cycled products related to this ? 20
 3. What are the important aspects of PR with relationship with internal customer and external customer ? 20
 4. Who is responsible for PR in an organisation ? What is his/her role ? 20
 5. What is the relationship of the organisation behaviour to PR in e - Retails ? 20
 6. What is the difference between PR and advertising ? Explain with examples. 20
 7. 'Fashion and PR goes hand in hand'. Do you agree and why ? 20
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