

**ADVANCED DIPLOMA IN AIRPORT
OPERATION MANAGEMENT (ADAOM)**

Term-End Examination

December, 2011

**MAV-013 : PUBLIC RELATION MANAGEMENT
AND MANAGERIAL COMMUNICATION**

Time : 2 hours

Maximum Marks : 100

Note : There are two sections A and B. Both are Compulsory.

SECTION - A

Answer *any five* Questions. All questions carry
equal Marks. 5x5=25

1. Explain the advantages and disadvantages of Public Relations.
2. What are the key public relations tools. Explain in detail.
3. Explain the essential elements of business communication.
4. Write short notes on :
 - (a) Airport Billing Systems
 - (b) Airport Baggage Handling Systems
5. What is meant by ULD. Explain in detail.
6. Expand and explain RFID.
7. Explain in detail about communication effectiveness.

SECTION - B

Answer *any three* questions. All questions carry equal marks. 3x25=75

1. Imagine you as the Public Relation Officer of an Airport Operating Company. Company is planning to acquire approximately 500 Acres of land which consist of houses, paddy fields, irrigation canals, roads etc. Explain in detail, the problems you anticipate and the Public Relation Management solutions for overcoming this problems and successfully executing the project.
2. Explain the communication process. Explain the significance of body messages in communication effectiveness.
3. What are the different passenger handling systems. Explain in detail its features and its benefits.
4. Draw the flow diagram of export cargo in non - EDI scenario and EDI scenario and Explain.
5. Explain in detail the objectives of Public Relations, and the role of Public Relation in Public - Private Participation model industries. Give example.
6. Explain in detail about the ethics of Public Relations. Also explain the need of professionalism in Public Relation.