

**B.A. IN FASHION COMMUNICATION (BAFC)**

**Term-End Examination**

**June, 2014**

**BFM-024 : FASHION PUBLIC RELATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. All questions carry equal marks.*

1. What do you understand by PR ? Explain. Define all the functions of PR. 20
2. Who is responsible for PR in an organization ? What is the relationship of organization behaviour and PR in e - Retails ? 20
3. What are the important aspects of PR with relationship with internal customer and external customer ? 20
4. What is relation of PR for Retail and e - Retails ? 20
5. What are the different touch point of customer for PR in e - Retails ? Explain with examples. 20
6. What are the different roles of PR personal in a SME ? 20