

00309

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

**Term-End Examination**

**December, 2010**

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

*Time : 2 hours*

*Maximum Marks : 100*

*Note : Answer any five Questions from Section A and any  
three Questions from Section B.*

**SECTION - A**

Write short notes on ANY FIVE questions.

All questions carry equal marks.

5x5=25

1. Define Public Relations. Explain the principles of public relations management.
2. What are the objectives of Public relations ?
3. Explain the role of Public relations in an aviation Industry.

4. Explain the communication process in an organisation and How does communication help in decision making ?
5. Explain the challenges faced by Print media.
6. Explain the Aviation Information Systems.
7. What strategies you will suggest to build positive relationship with customers ?

## SECTION - B

Answer **Any three** questions. All questions carry equal marks.

3x25=75

8. Discuss the use of Management Information System (MIS) in an Aviation Industry. Analyse the impact of Information and Communication Technology (ICT) in Airport operations.
9. Discuss the operational and communication problems you may come across in facing the stake holders of an Airport, if you are the Public Relations officer of the Airport. Discuss the strategies you may implement to have an effective Public Relations Management System.
10. Explain the communication barriers in an organisation. Differentiate between formal and informal communication channels.
11. What are the essential elements of effective Business Communication ? How does it enable successful communication ?
12. The electronic media in India is facing increasing competition. What are the problems and challenges faced by this Industry ? How do you use electronic media to create a positive image of an Airport ?

