

00545

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

Term-End Examination

June, 2011

**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. What are the Objectives of Public Relations ? **5**
2. What are the principles of Public Relation Management ? **5**
3. What are the advantages and disadvantages of Public Relations ? **5**
4. What are the various methods to make communication effective ? Explain. **5**

5. Explain the role of Public Relations Officer in an Airport. 5
6. Explain different channels of communication in an organisation. 5
7. Discuss the impact of media in public relations. 5

SECTION - B

Answer any three questions. All questions carry equal marks.

3x25=75

8. Explain the need for information system in an Airport Operating Company. Discuss the operational and communication problems one may normally come across in an Airport. 25
9. Explain the communication process. What are the different barriers to communication ? Discuss. 25
10. List the elements of effective business communication. Analyse the impact of IT in business communication. 25
11. What are the challenges faced by print media ? How best you can use print media to build positive image of an organisation ? 25
12. Explain key Public Relations Tools. Discuss the latest trends in public relations. 25

