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**POONA INSTITUTE OF MANAGEMENT**  
**SCIENCES & ENTREPRENEURSHIP**

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University,  
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**MBA (SEM - II)**  
**220HRM: Public Relations & Corporate Communications**  
**(2019 PATTERN)**

**SHORT QUESTIONS**

1. What is communication?
2. Why it is important to have effective communication in organization
3. What areas are included in corporate communication?
4. Explain the term public relation
5. Why PR is considered important in any business
6. Why public relation is important
7. What role public relation plays in business?
8. What is media relation?
9. What is the scope of media relation?
10. How business can expand with good media relation
11. What is PR CAMPAIGN?
12. Name some PR activities
13. What is role of media in business?
14. Name some recent media activities adopted by business
15. What effect PR can bring to company
16. How you can evaluate PR activities
17. Name any PR activity of any company which you have seen in your area
18. Explain online PR
19. What is included in online PR
20. How online PR is conducted
21. How successful media practice is adopted by organizations
22. What do you mean by credibility of media
23. How organization build relation with media
24. What is the importance of presentation skills
25. Why communication skills are important.