

ASSESSMENT # 4**Total Marks: 30**

- 1.** Give short answers to the following questions. (20)
 - i. Why is planning important for Public Relations activities?
 - ii. Why do Public Relations professionals sometimes feel reluctant to plan Public Relations activities?
 - iii. What is SWOT Analysis? And what does it consist of?
 - iv. What is 'environmental scanning'? Explain in reference to Public Relations.

- 2.** Discuss the various approaches used for Public Relations planning. (10)