

### Assessment 4

**Total Marks: 30**

1. Give short answers to the following questions. (20)

- I. Why planning is 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 with reference to Public Relations.

2. Discuss the various approaches used for Public Relations Planning. (10)