

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

BA (JAMC) (2018 Batch) (Sem.-3)

## PUBLIC RELATIONS

**Subject Code : BAJMC304-18**

**M.Code : 76747**

**Date of Examination : 19-12-22**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

## SECTION-A

1. **Write briefly :**
  - a) House Journal
  - b) Community Relations
  - c) Crisis Management
  - d) PR Ethics
  - e) Press Kit
  - f) Direct Mail
  - g) Rejoinders
  - h) Press tours
  - i) IPRA
  - j) Features.

## SECTION-B

2. Explain principles of Public Relations.
3. Explain qualities and skills required for PR.
4. Discuss the role of Public Relation in the image management of a celebrity.
5. Explain the difference between PR for the public sector and the private sector.
6. Discuss the role of Public Relation in Media.

## SECTION-C

7. *‘Media relations has emerged today as one of the key areas in public relations practice.’*  
Discuss the statement critically.
8. What are the important guidelines for bringing out a house journal?
9. Critically examine the PRSA code and point out, in which ways, it differs from the IPRA.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**