

Roll No.

Total No. of Pages : 02

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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.