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Total No. of Pages : 02

Total No. of Questions : 18

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

**PUBLIC RELATIONS**

Subject Code : BAJMC304-18

M.Code : 76747

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**

**Write briefly :**

1. PR used by political parties
2. Crisis management
3. Press tours
4. Rejoinders
5. Any two codes of PRSI
6. Any two functions of PR
7. Meaning of media relations
8. External public
9. Press tours
10. Features

### **SECTION-B**

11. What are the functions of public relations?
12. Explain the principles of public relations.
13. Describe the qualities and skills required for public relations.
14. PR professional must act responsibly. Comment.
15. What is the role of public relations in corporate sector?

### **SECTION-C**

16. How can good PR help in establishing media relations?
17. What are the ethical issues in PR?
18. Why are press tours organized?

**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.**