

**Roll No.**

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**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**

**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) PR used by political parties
  - b) Crisis management
  - c) Press
  - d) Rejoinders
  - e) Any two codes of PRSI
  - f) Any two functions of PR
  - g) Meaning of media relations
  - h) External public
  - i) Press tours
  - j) Features

## SECTION-B

2. What are the functions of public relations?
3. Explain the principles of public relations.
4. Describe the qualities and skills required for public relations.
5. “*PR professional must act responsibly*”. Comment.
6. What is the role of public relations in corporate sector?

## SECTION-C

7. How can good PR help in establishing media relations?
8. What are the ethical issues in PR?
9. 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.**