

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-2)

PUBLIC RELATIONS

Subject Code : BMEFT-102

M.Code : 13507

Date of Examination : 13-12-22

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) Press Release
 - b) Press Kit
 - c) PR Ethics
 - d) DAVP
 - e) PIB
 - f) What is Event Management?
 - g) Propaganda
 - h) Publicity
 - i) DPRO
 - j) Media brief.

SECTION-B

2. Define PR. Explain its nature and scope of PR.
3. What are the four steps of PR methods?
4. What are the types of corporate communication?
5. What are qualifications of a PRO and his functions?
6. What is a house journal? Explain the steps before a house journal is published.

SECTION-C

7. *“Public Relation is increasingly becoming a Management function”*. Discuss.
8. How is PR for government department or organization different from that for the private sector? Explain.
9. What is press conference? What are the steps a PRO should take for arranging press conference?

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