

Roll No.

Total Pages : 3

351304

December 2022

B.A. (JMC) IIIrd Semester

Introduction to Public Relations (BJMC-304-21)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Define Public Relations with examples. (1.5)
- (b) Define Corporate Communication with examples. (1.5)
- (c) Define Public in Public Relations with examples. (1.5)
- (d) What is Advertising with examples? (1.5)
- (e) Explain Propaganda with examples. (1.5)

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- (f) Define Publicity with examples. (1.5)
- (g) Define Traditional Media with examples. (1.5)
- (h) What is Speech Writing in Public Relations? (1.5)
- (i) Define Crisis Communication with examples. (1.5)
- (j) What is Media Relations with examples? (1.5)

PART-B

- 2. (a) Difference between Internal and External Public in Public Relations. (10)
- (b) Difference between New Media and Traditional Media with examples. (5)
- 3. (a) What is Public Relations Campaign? What is the importance of PR campaign? (5)
- (b) What is the importance of Research in Public Relations? Explain with examples. (10)
- 4. Explain different tools of Public Relations. Explain with suitable examples. (15)
- 5. (a) What are the fundamentals of Public Relations Writing with examples? (5)
- (b) What is the role and responsibilities of Media Relations in Public Relations. (10)

- 6. (a) What are the code of ethics in Public Relations with suitable examples? (10)
 - (b) What is E-Public Relations and Why is it important? (5)
 - 7. What is the role, scope and skills of Public Relations specialist? What all sectors can a public relations specialist can work? (15)
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