

Roll No.

Total Pages : 3

351304

December 2023

B.A. (JMC) III 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) What is crisis communication? (1.5)
- (b) What is Public Relations? (1.5)
- (c) Distinguish between Advertising and Publicity.(1.5)
- (d) Define Propaganda. (1.5)
- (e) Define Community Relations. (1.5)
- (f) What is the importance of Content writing in PR? (1.5)

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- (g) Define Corporate Reputation. (1.5)
- (h) Explain the functions of PR with suitable examples. (1.5)
- (i) What is CSR? (1.5)
- (j) Explain the objectives of Public Relations. (1.5)

PART-B

- 2. (a) Your company has organized a blood donation camp. Prepare a suitable press release on this occasion. (10)
- (b) How is PR different from Propaganda, Public Opinion and Publicity? Discuss. (5)
- 3. (a) What are the factors to be considered for organizing a successful Press Conference? (5)
- (b) What are the Ethics in PR? Explain with suitable examples. (10)
- 4. Why a Public Relation campaign needs the support of Corporate Social Responsibility? Elaborate. (15)
- 5. (a) Describe the factors to be kept in mind for planning a PR campaign. (5)
- (b) What are the various media tools used by a PR Professional? Elaborate. (10)

- 6. (a) 'PR creates the environment for brand activation.' Elaborate. (10)
- (b) What is the Powers of PR in Building Brands? Explain with suitable examples. (5)
- 7. Why is research important in the PR process? Explain with suitable examples. (15)