

**Exam. Code : 103206**

**Subject Code : 1250**

**B.A./B.Sc. Semester—VI**

**JOURNALISM & MASS COMMUNICATION**

**(Public Relations)**

Time Allowed—3 Hours]

[Maximum Marks—80

**SECTION—A**

**(Attempt all the questions)**

1. PRSI
2. Embargo
3. Corporate PR
4. Freebie
5. Junkets
6. Advertorial
7. Image Management
8. Press Release
9. Puffery
10. Social Media. 10×2=20

**SECTION—B**

**(Attempt any 8 questions)**

1. Define Public in Public Relations.
2. Discuss Professional qualities of PR.

3. What is the present scenario of PR in politics ?
4. How Press Conference is organized ?
5. Radio is no more a PR tool in the age of social media. Discuss.
6. Discuss qualities of a good PR writing.
7. What is the importance of annual reports in PR dept ?
8. Discuss code of ethics.
9. Discuss newspaper as a PR tool.
10. Do we need a separate PR department in a social welfare organization ? 8×5=40

### SECTION-C

(Attempt any 2 questions)

1. Critically evaluate role of Indian news channels in the age of PR.
2. Discuss various techniques of PR.
3. How Advertising differs from PR ?
4. Critically evaluate PR code of ethics in today's age. 10×2=20