

Exam. Code : 103206

Subject Code : 1262

B.A./B.Sc. 6th Semester

JOURNALISM & MASS COMMUNICATION

(Public Relations)

Time Allowed—3 Hours] [Maximum Marks—80

SECTION—A

Note :- Attempt ALL questions. Each question carries
2 marks.

1. Freebie
2. Advertising
3. Event Management
4. PR Consultancy
5. Propaganda
6. Bill Boards
7. Exhibitions
8. Rejoinder
9. External Public
10. Publicity. 2×10=20

SECTION—B

Note :- Attempt any **eight** questions out of the given.

Each question carries **5** marks.

1. What is the need of PR in an organisation ?
2. What should be the qualities of a good PRO ?
3. Explain the jobs and working of a private PR consultancy.
4. What is the role of Public Relations Officer during crisis management ?
5. Differentiate between Internal and External Public.
6. Why we say that PR is a planned and deliberate attempt ? Comment.
7. Why writing is an important skill for a PR Officer ?
8. What is the impact of new media technology on PR activities ?
9. What do you understand by Corporate Social Responsibility (CSR) ?
10. What is the difference between Advertising and Publicity ?

8×5=40

SECTION—C

Note :- Attempt any **two** questions out of the given.

Each question carries **10** marks.

1. Discuss the role and responsibilities of a PR officer.
2. How media is an important tool for carrying out PR activities ?
3. How PR emerged as a separate field or profession ?
Give a historical account of the PR profession.
4. "PR is an image building process". Give your comments on the statement. 2×10=40