

Exam. Code : 103206

Subject Code : 1222

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

JOURNALISM AND MASS COMMUNICATION

(Public Relations)

Time Allowed—3 Hours]

[Maximum Marks—80

SECTION—A

Note :—Attempt **all** questions. Each question carries **2** marks.

1. Propaganda
2. Press Conference
3. Internal Public
4. PRO
5. Press Junket
6. PRSI
7. Press Releases
8. Publicity
9. Social Ads
10. Kiosk.

SECTION—B

Note :—Attempt any **eight** questions out of those given.

Each question carries **5** marks.

1. What is the role of PR in private sector ?
2. Differentiate between the terms Publicity and Advertising.

3. Explain various tools of PR.
4. What is the importance of In-house Journals ?
5. What is the impact of social media on Public Relations Sector ?
6. What is the importance of Exhibitions during events ?
7. Is there any scope of Public Relations field in India ? Explain.
8. What is the role of PR professional during crisis ?
9. How is Advertising important in Public Relations ?
10. What is the role of PR in government sector ?

SECTION—C

Note :— Attempt any **two** questions out of the given. Each question carries **10** marks.

1. Discuss the history of Public Relations Sector in India.
2. How mainstream media like radio and television is important for carrying out PR activities ?
3. What are the various skills that a PR Professional must possess ?
4. Discuss how New Media especially social media can influence PR sector.