

Sr.No.3321

Exam Code: 103206
Subject Code: 1224

B.A./B.Sc. - 6th Semester
(2720)

Paper: Journalism & Mass Communication (Public Relations)

Time allowed: 2 hrs.

Max. Marks: 80

This question paper consists of 8 questions. Candidate is required to attempt any 4 questions in all. Each question carry equal marks.

1. Discuss ^{the} various concepts of public relations in PR.
2. Briefly explain the role of PR in public sector.
3. Write a note on various tools of PR.
4. What ^{are} the qualities of PR?
5. Discuss PRSI Code of ethics.
6. Discuss the do's and don't's while managing crisis.
7. Write various steps to organize a Press Conference.
8. What is the difference between Advertising and Public Relations?

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