

**Exam. Code : 103206**  
**Subject Code : 1222**

**B.A./B.Sc. 6<sup>th</sup> Semester**

**JOURNALISM & MASS COMMUNICATION**

**(Public Relations)**

Time Allowed—2 Hours] [Maximum Marks—80

**Note :—**There are *eight* questions of equal marks.  
Candidates are required to attempt any *four* questions.

1. Discuss in detail meaning, definition and concept of public relations.
2. Discuss in detail duties and responsibilities of a Public relation officer in an academic institution.
3. Write a detailed note on structure of state public relation department government of Punjab.
4. How PR is different from advertising ? Discuss with examples.
5. What should a PR professional keep in mind before organizing a press conference ?
6. Discuss in detail in various characteristics of a good press release.
7. Write a detailed note on public relation society of India.
8. What is event management ? Discuss its importance in public relations.

**3321(2721)/II-6595**

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