

6. Describe different PR tools. What factors are to be kept in mind while implementing them ?
7. Explain code of ethics of public relations professionals in an organisation.
8. What are the factors to be considered important for organising successful press conference ?

**Exam. Code : 113404**  
**Subject Code : 3971**

**Bachelor of Vocation (Journalism & Media) 4<sup>th</sup> Semester**  
**PUBLIC RELATIONS**  
**Paper—II**

Time Allowed—2 Hours] [Maximum Marks—50

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

1. Define public relations and explain the objectives of public relations.
2. Explain the functions of PR in contemporary times with suitable examples.
3. Define scope of public relations and explain the role of public relations in private sector with suitable examples.
4. How does one plan public relations strategy ? Explain with examples.
5. Explain the significance of public relations in an organisation and brief the cause responsible for its growth.