

Sr.No.10864

Exam.Code: 113404

Subject Code: 3816

**Bachelor of Vocation (Journalism & Media) - 4th Semester**

**(Batch 2020-23)**

**(2522)**

**Paper-II: Public Relations**

**Time Allowed: 3hrs.**

**Max. Marks: 50**

Note: Attempt any five questions, selecting at least one question from each section. The Fifth question may be attempted from any section. Each Question carries 10 marks.

**Section A**

- Q.1 what is Public Relations? Explain the objectives of Public Relations?  
Q.2 Explain the functions of PR in any organization with suitable examples?

**Section B**

- Q.3 Explain the Role of Public relations in private and public sector?  
Q.4 How does one plan Public Relations strategy? Explain with examples.

**Section C**

- Q.5 Explain significance of public Relations in an organization and brief the cause responsible for his growth?  
Q.6 Describe different PR Tools? What factors are to be kept in mind while implementing them?

**Section D**

- Q.7 Explain Code of ethics for public Relations professionals in an organization?  
Q.8 Write about different factors which are considered important for organizing successful press conference?

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