

(Please write your Exam Roll No.)

END TERM EXAMINATION

FOURTH SEMESTER [BA(JMC)] MAY-JUNE 2018

Paper Code: BA(JMC) 204

Subject: Basics of Public Relations

Time : 3 Hours

Maximum Marks : 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write short note on any three of the following: (3x5=15)
- (a) PRSI
 - (b) Lobbying
 - (c) Press Briefing
 - (d) Research in PR
 - (e) Internal Publics
- Q2. "Role of public relation has increased with greater corporation". Share your opinion. What is the scope of PR in management? (15)
- Or
- "Public Relation is an Image building exercise". Do you agree with the statement? Justify with a case study.
- Q3. Discuss the role of Digital Media in Public relation and how Digital Media a boon for public relation? (15)
- Or
- "Maintaining good media relations is vital for public relations". Do you agree? What are the different tools and techniques used by PR agency?
- Q4. How a public relation office tackles crisis. What re the qualifications required to be a PRO in the age of new media? (15)
- Or
- Discuss the role of public relation in the image management of the political party during elections.
- Q5. Are corporate communication and public relations closely related? Elaborate and discuss the evolution of corporate communication. (15)
- Or
- What is a PR campaign? Enumerate the steps involved by taking an example.

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