

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIRST SEMESTER [BA (JMC)] Internal Examination, March 2024

Paper Code: BA (JMC) 204

Subject: Public Relations

Time: 2 Hours

Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -			1.5 × 10 = 15
	(a)	Discuss the role of PRSI Code in public relations.		CO1
	(b)	"PR and advertising are closely related" state your views on this statement?		CO1
	(c)	Recall the definition of a press release and its purpose in public relations.		CO2
	(d)	Describe how the primary goal of using public relations as a marketing tool?		CO2
	(e)	State the purpose of a press kit in PR?		CO2
	(f)	Discuss the role of research in Public Relations		CO1
	(g)	Explain the primary purpose of an organization's boilerplate in press releases?		CO2
	(h)	Public Relation is increasingly becoming a Management function. Discuss		CO4
	(i)	Public Relation campaign needs the support of Corporate Social Responsibility? Explain its functions.		CO3
	(j)	Can you explain the role of media relations in a PR strategy?		CO1
UNIT - I				
2.	(a)	The public today is no longer a homogeneous whole' - Do you support this view? Is the PR aimed at the public? Discuss the importance of public in Public Relation	5	CO3
	(b)	"Explain the significance of public relations in an organization and brief the causes responsible for the Growth of PR.	5	CO1
	(c)	'PR creates the environment for brand activation.' Explain with the help of suitable social media and offline media examples	5	CO4
3.	(a)	PR different from Propaganda, Public Opinion and Publicity? Discuss	5	CO1
	(b)	Critically examine the PRSA code and point out, in which ways, it differs from the code of Athens of the IPRA.	5	CO1
	(c)	PR also means performance recognition. It should be the realistic claim of the achievement of the organization. Discuss.	5	CO3
UNIT - II				
4.	(a)	Discuss how Exhibitions & Trade Fairs are effective tools of Public Relations	5	CO2
	(b)	'Media relations has emerged today as one of the key areas in public relations practice' – Discuss the statement critically	5	CO3

	(c)	In 2014 when food safety regulators from the Barabanki district of Uttar Pradesh reported that samples of Maggi Noodles had high levels of monosodium glutamate (MSG) apart from high lead content above the permissible level. At the time, the labelling on packets of Maggi Noodles indicated that it had no added MSG. Analyse the case study of Maggi and Elaborates the PR strategy to overcome the crisis.	5	CO4
5.	(a)	'The P.R. Department Serves as the link between the organization and media.' Do you agree with this statement? Explain your stand.	5	CO3
	(b)	State differences between traditional PR strategies and modern, digital-focused PR approaches?	5	CO3
	(c)	Draft a Press Release to be given by Railways on the inauguration of a new facility of Vande Bharat train.	5	CO4