



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
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Course Code: BA(JMC)204

Course Name: BASICS OF PUBLIC RELATIONS

ASSIGNMENT-2

(Based on Unit III)

- 1) Estimate and evaluate the role of PR in upcoming Elections or Ram Mandir inauguration. **BTL 5**

Or

Imagine you are appointed as a Public Relations Officer (PRO) for a multinational corporation. Develop a comprehensive list of responsibilities and duties that you would undertake in this role. **BTL 6**

- 2) Assume the role of a PR consultant for a university and a health care institution. Develop separate PR plans highlighting the unique challenges and opportunities in each sector. **BTL 4**
- 3) Compose a Press Release for any Ministry of the Government of India for any imaginary happening/occasion. **BTL 6**
- 4) Imagine you are a PR strategist for a political party gearing up for an election campaign. Develop a detailed PR campaign plan outlining the key components. **BTL 6**
- 5) Select a real-world PR campaign (recent or historical) and critically evaluate each stage of the campaign. Identify the strengths and weaknesses of the campaign and propose recommendations for improvement. **BTL 4**
