

02500

**POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION**

Term-End Examination

December, 2012

JMC - 04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Discuss the differences and /or similarities among public relation advertising and publicity. Elucidate your answer with examples to make your point.
2. Discuss the origin and development of public relations in India and how it evolved during the process of industrialization.
3. What are the emerging trends in PR in the wake of proliferation of media in India ? Briefly discuss how the growing electronic media can be used as a tool of PR.
4. What are the various tool used in of public relations ? Briefly discuss atleast three tools.

5. What in your opinion are the strengths and weakness of public relations in the government sector? What suggestions would you put forward to improve PR practice in Govt. ?

 6. What is the importance of ethics in Public Relations (PR) ? In this context, discuss the social responsibility of public relations.

 7. Why research is required to make public relations effective ? What research will you undertake if assigned to work out a public relations strategy for a automobile company that is about to make entry in the Indian market.

 8. Define strategy if you are assigned to work out a public relations strategy for a public sector petroleum company which is facing stiff competition from foreign companies, how will you go about it ?
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