

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

**Term-End Examination
December, 2015**

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

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

1. What are the various elements of Public Relations ? Discuss the role PR plays in an organization. 20
2. Trace the evolution of PR in India. Discuss the recent trends in PR with suitable examples. 20
3. Explain how exhibitions can be used as a tool for effective PR communication. Plan an exhibition for your state government's tourism department. 20
4. Why is PR needed for hospitals ? Who are their publics ? Explain the major PR functions in a hospital. 20
5. What is crisis communication and the role of PR plays in mitigating a crisis ? Explain with suitable examples. 20
6. Describe the role of PR in public sector. How can PR help the public sector in building its image ? 20

7. Answer **any two** of the following : **20**
- (a) Explain the need of PR for police.
 - (b) What are the aims of a house journal in building motivation among employees ?
 - (c) Define external 'Publics'. What media would you recommend to reach out to them ?
8. Plan a PR campaign for an NGO running an old age home outlining the aims, target audience, key communication messages and media. **20**
9. Discuss the various methods and stages of evaluation and feedback in PR. **20**
10. Explain **any two** : **10x2=20**
- (a) A typical media organization structure.
 - (b) Institutional advertising.
 - (c) Public opinion.
 - (d) SWOT analysis.
 - (e) Budgeting in PR.
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