

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

Term-End Examination

December, 2018

00103

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

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

1. Describe the role of Public Relations as a management function. 20

2. Discuss the need of Government information machinery in a democracy with appropriate examples. 20

3. Describe in detail the various approaches to organizing the PR departments. 20

4. Write a note on contemporary public relations practices in India. 20

5. Explain the role and responsibilities of PR in crisis management, citing suitable examples. 20
6. Discuss the contribution of Public Relations in the corporate behaviour, profile and identity of an organisation, giving appropriate examples. 20
7. Explain any *two* of the following : 2×10=20
- (a) Attitude and Public opinion
 - (b) Communication planning and Information dissemination
 - (c) Changing Public Relations Environment
8. Explain the role of Public Relations in the Industrial Development of India. 20
9. Plan a PR campaign for a Government department on the theme of 'Make in India' by defining target audience for the campaign, choice of media and message action plan. 20

10. Explain any *two* of the following :

2×10=20

- (a) International Public Relations Association (IPRA)
 - (b) Media units of I & B Ministry
 - (c) Public Relations and National Movement
 - (d) Recycling Information for Reorganising a PR Campaign
 - (e) Limitations of Public Relations
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