

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

Term-End Examination, 2019

JMC-004 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any five of the following questions. Each question carries equal marks.

1. Describe the elements of Public Relations. Elaborate the benefits of PR with suitable examples. [20]
2. Among the various career opportunities available in Public Relations, which sector will you choose and why? Substantiate your answer. [20]
3. "Changing public attitude is a long drawn process." Discuss this statement in the light of "Swachch Bharat Abhiyaan." [20]



4. Discuss the various stages in planning and implementation of Public Relations campaign on an issue of your choice. [20]
5. Trace the recent trends of Public Relations in India with suitable examples. [20]
6. Discuss the different types and techniques of research in PR. [10x2=20]
7. Discuss various communication tools used by government organisations to disseminate public information? In your opinion, how can they be made more effective? [10x2=20]
8. How can Public Relation practices be used to strengthen Corporate Image and its social responsibility? Discuss with suitable examples. [20]
9. Explain the qualities of a PRO in business organisation. [20]
10. Write short notes on **any two** of the following: [10x2=20]
 - (a) House Journal
 - (b) Internal Publics

(c) Crisis Management in PR

(d) Propaganda

(e) PIB

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