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JMC-04

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

Term-End Examination

December, 2020

JMC-04 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any **five** questions.*

(ii) *All questions carry equal marks.*

1. Explain the importance of people's participation in development programmes. What steps will you take to encourage it ? 20
2. Describe the role and functions of a PR professional in corporate sector with appropriate examples. 20

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3. Define Ethics. Highlight some of the unethical practices followed by public relations with suitable examples. 20
4. Describe the process of planning a PR campaign on a topic of your choice. 20
5. Discuss the various tools and techniques of PR research with examples. 20
6. Explain the role of any *two* of the following media units in image building of the government : $2 \times 10 = 20$
 - (a) All India Radio
 - (b) Films Division
 - (c) Doordarshan
7. As a public relation professional, what strategies will you use for crisis management in your organisation ? 20
8. Discuss the importance of the following PR tools : $4 \times 5 = 20$
 - (a) BNO Chure
 - (b) Annual Report
 - (c) Handbooks
 - (d) Calendars and Diaries

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9. Prepare a 'press release' for the event related to a play school inauguration. 20

10. Write short notes on any *two* of the following :

10 × 2 = 20

(a) Opinion Leader

(b) Target Publics

(c) Perception Study

(d) Press Briefings

(e) Press Information Bureau (PIB)