

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

**Term-End Examination**

**December, 2021**

**JMC-04 : PUBLIC RELATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Define 'Ethics' in Public Relations. Explain the importance of Code of Ethics and Code of Conduct for Public Relations. 20
  
2. Explain the need of Public Relations for Central and State government agencies. Suggest some effective strategies for government PR units to improve goodwill and image of the government among public. 20
  
3. What is a crisis ? How can PR help in Crisis Management ? Explain with examples. 20
  
4. Plan a step-by-step PR campaign to restore the faith of an organisation in public that is losing its place in the share market due to global economic slowdown. 20

5. Explain the objectives of PRSI. How has it been able to create awareness about PR as an important management discipline ? 20
  6. What is the difference between PR education and training ? Explain with examples. 20
  7. How can the specialised role of PR in a PSU help in building community relations and environmental conservation ? Explain with suitable examples. 20
  8. What are external publics ? How does PR help an organisation in dealing with them ? 20
  9. How does a PR person cultivate the media ? Explain in detail. 20
  10. What is Corporate Image and what is its importance ? How does monitoring external environment help in building the corporate identity of an organisation ? 20
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