

No. of Printed Pages : 3

**MNM-024**

**POST GRADUATE DIPLOMA IN  
ADVERTISING AND INTEGRATED  
COMMUNICATIONS (PGDAIC)**

**Term-End Examination**

**December, 2023**

**MNM-024 : PUBLIC RELATIONS**

*Time : 3 Hours*

*Maximum Marks : 100*

---

**Note :** Answer any *five* of the following questions.

*All questions carry equal marks (20 each).*

---

---

1. "The formal origin of Public Relation (PR) in India can be traced back to the pre-independence era." Write about it, bringing the journey to the contemporary practices of PR. 20
2. Define Public Relations. What are some of the misconceptions about PR among the general audience ? Discuss. 5+15

**P. T. O.**

3. Differentiate the PR functions in government and private sectors. Substantiate your answer with the help of suitable examples. 20
4. Explain the purpose of a press conference in public relations, and provide an example of a recent press conference held by a company or organization. Analyse the effectiveness of the press conference in achieving its goals. 10+10
5. Discuss the concept of image repair theory and provide examples of companies or organisations that have had to engage in image repair. 20
6. Differentiate between, internal and external corporate communication with the help of examples. 20
7. What is meant by crisis in the context of crisis communication ? Explain the phases of crisis management and the role of communication in each phase. 5+15
8. Describe the functional areas of trade and explain how trade communication differs from other forms of corporate communication. Use real life examples to support you answer. 5+15

[ 3 ]

9. Explain the role of a sports PR professional, including their responsibilities and required skillset. 20

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

10+10

- (a) International Public Relations Association
- (b) Two-Way Symmetric Public Relations Model
- (c) Indian CSR Laws
- (d) Brand Endorsements