

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

**Term-End Examination
June, 2017**

JMC-004 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

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

1. Explain the major functions of a Public Relations department, giving suitable examples. 20
2. Define Public Relations and its role in managing communication for an organization. 20
3. How is public opinion formed ? What in your view is the role of public relations in influencing public opinion. 20
4. Explain various stages of Public Relations Process citing suitable examples. 20
5. 'There has been a huge spurt in PR Profession in India since liberalization in 1990. Substantiate your point of view with examples. 20
6. Explain the concept of 'Integrated Communication approach' for organizational communication. 20

7. Discuss the Role and Scope of PR in Public Sector organizations. 20
8. What are the objectives of the Ministry of Information and broadcasting for reaching out to the diverse population of India. Discuss. 20
9. What are the various tools/media for reaching out to the internal target audience in PR? Illustrate with suitable examples. 20
10. Write short notes **any two** of the following : 10x2=20
- (a) Emergence of professionalism in PR
 - (b) PR and consumerism
 - (c) Oral communication
 - (d) Media Relations
 - (e) Corporate Publications
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