JMC-04

POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION (PGJMC)

Term-End Examination

00143 **June, 2018**

JMC-04 : PUBLIC RELATIONS

Time : 3 hours   *Maximum Marks : 100*

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

1. Critically analyze the following definition of PR : Public Relations is the planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory two-way communication.   20

2. What, in your view, is the role of PR in the management of an organization ? Discuss, citing examples.   20

3. Define Corporate communication. How is it different from Government communication ? Discuss the differences in the aims and objectives of both kinds of communication.   20

4. What, in your view, are the various media used by a PR department to reach out to its internal publics ? Discuss briefly, the role of each media. *20*

5. "Code of ethics and Code of conduct are essential for Public Relations." What are the salient features of the PR code of ethics adopted by the public relations professional bodies ? *20*

6. Explain the structure and function of a Public Relations department in a State Government Public Relations set-up. *20*

7. Explain any *two* of the following : *20*

    (a)   Social Responsibility of PR

    (b)   Public Relations in Educational and Research Institutions

    (c)   The Use of Technology in Effective Management of PR

8. If you have to bring out a corporate publication like a glossy prestige booklet, what will be the basic steps and a checklist for planning the same ? Discuss. *20*

9. Plan a PR campaign for a Government department on the theme of "Beti Bachao, Beti Padhao" delineating target audience, media mix and strategic communication. 20

10. Explain any *two* of the following : 10×2=20

    (a) The Process of Public Relations

    (b) Evaluation and Feedback in PR

    (c) Media Assessment

    (d) The Selection of Media for a PR Campaign

    (e) Internal and External Communication

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