

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

Term-End Examination

JMC-04 : PUBLIC RALATIONS

Time : 3 Hours]

[Maximum Marks : 100

Note: Attempt any five questions.

All questions carry equal marks.

1. Differentiate between the following- 10+10
 - a. Public relations and Advertising
 - b. Propaganda and Publicity
2. Explain the need for Public Relations in banking sector or community welfare services. 20
3. "Public Relations is about forming and altering public attitudes. Do you agree with this statement? Sub-staintiate your answer. 20
4. Briefly explain any two of the following- 10+10
 - a. Benchmark Study
 - b. Observation Study
 - c. Survey Techniques



5. Discuss the objectives and role of PRSI in promoting Public Relations. 20
6. Explain the need of Public Relation in education sector with the help of a case study. 20
7. List the various media that can be used for publicity by a PR professional with advantages and disadvantages of each of these media. 20
8. Identify the factors that help in Corporate Image Building. Explain their importance briefly. 20
9. Plan a PR campaign for creating awareness on HIV / AIDS prevention. 20
10. Write short notes on any two of the following:-10+10
 - a. Internal publics
 - b. Press Touns
 - c. IPRA
 - d. Trade Publications
 - e. Public Opinion