

No. of Printed Pages : 2

JMC-04

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

Term-End Examination

June, 2023

JMC-04 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any *five* questions.

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

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

10+10=20

- (a) Press kit
- (b) Press Conference
- (c) Advertising
- (d) P.R. in Propaganda

2. Explain the functioning of Public Relations
Department of an NGO. 20

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[2]

3. Explain the following : 10+10=20
(a) Perception Study
(b) Attitude Study
4. Differentiate between : 10+10=20
(a) Corporate Image and Corporate Identity
(b) External Publics and Internal Publics
5. What are the various forms of Media relations ?
Discuss the importance of press conference in
this context. 20
6. Write short notes on any *two* of the following :
10+10=20
(a) Press Release
(b) PIB
(c) Prasar Bharti
(d) DAVP
7. Discuss the various methods of evaluation and
feedback in PR. 20
8. Describe the role of PR in Public Sector. How
can PR help the Public Sector in building its
image ? 20
9. Explain the role and objectives behind State PR
Departments. 20
10. Explain the following : 10+10=20
(a) Public Relations Professionalism in
Educational Field
(b) PRSI–Code of Ethics

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