

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

Term-End Examination

June, 2024

MNM-024 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

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

All questions carry equal marks.

1. Describe the evolution of public relations from early civilisations to contemporary practices. Provide examples of famous cases from history that highlight the importance of public relations. 20
2. Discuss the role of professional codes of ethics in public relations and how they impact the industry. Provide examples to support your answer. 20
3. Imagine you are a public relations practitioner for a non-profit organization. Describe three external tools or techniques you would use to communicate with your organisation's target audience and explain how you would use each tool/technique effectively. 20

4. Define sampling. Differentiate between probability and non-probability sampling techniques by drawing examples from public relations research. 5+15
5. Describe the different levels of strategic communication. Discuss the importance of strategic communication in building and maintaining an organisation's reputation. 10+10
6. Define political public relations. What are the key functions of political PR and how does it influence public opinion ? Discuss. 10+10
7. Discuss the importance of communication in crisis management. In your answer, include a discussion of the advisory role of public relations and the use of words and imagery in communicating during crises. 20
8. Analyse the challenges that companies face when communicating with financial markets and trade media. Suggest measures and ways to overcome these challenges. 20
9. Discuss the different aspects of celebrity management, including image management, brand endorsements and crisis management. 20
10. Write short notes on any **two** of the following : 10+10
 - (a) Image Restoration Theory
 - (b) Employee Communication

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- (c) House Colours
- (d) Qualities of a PR Practitioner in Education

References :

Questions	Unit of the study material of MNM024
1	1
2	4
3	5
4	8
5	9
6	11
7	12
8	13
9	16
10	3, 6,, 10, 15