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**POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION**

Term-End Examination

June, 2010

JMC- 04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions. All questions carry equal marks. Keep your answers to the point and brief.*

1. What are the different tools of Public Relations (PR) for reaching out to different publics ? Critically evaluate their roles. **20**
2. Write short notes on the following : **10x2=20**
 - (a) Limitations of PR.
 - (b) Benefits of House Journal.
3. What qualities a PRO must possess in order to help the organisation achieve its objectives ? Explain with examples. **20**
4. Outline the role of advertising as tool of public relations. Give suitable examples. **20**

5. Define public opinion. Discuss the process of formation of public opinion. 20
 6. Write short notes on the following : 10x2=20
 - (a) Types of attitude.
 - (b) History of PR in India.
 7. What are the differences in the PR set up of a government and private organization ? 20
 8. What is a press conference and why is it organised ? 20
 9. What do you understand by Crisis Management ? What roles does PR play in Crisis Management. Explain. 20
 10. Design a PR campaign on the female foeticide. 20
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