

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

**Term-End Examination**

**December, 2013**

**JMC - 04 : PUBLIC RELATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions.*

*All questions carry equal marks.*

1. What do you understand by research? Explain the types of research used in Public Relations. 20
2. Public Relations is a relatively new concept in India. Trace the history of P.R and its importance. 20
3. "Employees are the first concern of Public Relations in building the reputation of a company." Explain the statement. 20
4. Discuss the importance of a House Journal as an effective communication tool between management and employees. Explain the contents of a good House Journal. 20
5. What are the various forms of media relations? Discuss the importance of press conference in this context. 20

6. "Community relations are the force behind making a company, Corporate Citizen." Explain. 20
7. Critically evaluate the public relation campaigns conducted by government agencies. Give some examples. 20
8. What do you understand by corporate communication? Discuss the key tools used in corporate communication. 20
9. Write short note on **any two** of the following : 20
- (a) Press Release 10+10=20
  - (b) PIB
  - (c) Prasar Bharti
  - (d) DAVP
10. Write short note on **any four** of the following (5 marks each) : 20
- (a) Schedule
  - (b) Primary and Secondary Data
  - (c) Lobbying
  - (d) Press Release
  - (e) Press Visit
  - (f) Grapevine
  - (g) Feedback
  - (h) Content analysis
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