

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

**Term-End Examination**

**December, 2014**

02376

**JMC-04 : PUBLIC RELATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Attempt any *five* questions. All questions carry equal marks.

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1. Define public opinion. What is the relevance of public opinion research in public relations ? 5+15=20
2. Write short notes on the following : 4×5=20
  - (a) Observation Study
  - (b) IPRA
  - (c) Open-days
  - (d) SRIF Formula
3. Many critics argue that there can be no ethical public relations because the practice itself is akin to manipulation and propaganda. Critically examine the statement. 20

4. Explain the following : *10+10=20*
- (a) Internal public
  - (b) External public
5. Explain the various tools and methods of public relations. *20*
6. Plan a PR campaign for your University. Write in detail the process of campaign planning. *20*
7. Mahatma Gandhi is said to be the greatest PR practitioner of the 20<sup>th</sup> century. Comment. *20*
8. What is crisis management ? “ABC” is a beverage manufacturing company. It is found that the beverages of “ABC” contain pesticides. Imagine yourself as a PRO of “ABC”, and suggest a plan to combat the crisis situation. *5+15=20*
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