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JMC-04

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

**Term-End Examination**

00602

**December, 2016**

**JMC-04 : PUBLIC RELATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What are the various elements in Public Relations ? Discuss with examples. 20
2. Describe the various tools of PR for reaching out to internal and external publics. 20
3. Explain the different techniques of research used in various fields of PR functioning. 20
4. What in your view is the role of the Ministry of Information and Broadcasting in a democracy ? Choose any two media units of the MoI&B and discuss their functions. 20

5. Select any PR campaign of your choice which you may have seen in the recent past and critically analyse the same on the following parameters : 20
- (a) TA definition
  - (b) Message Design
  - (c) Media Selection
6. What are the major objectives of Public Relations Society of India (PRSI) ? Discuss its role and functions. 20
7. Discuss the difference between PR education and training. What measures are required to improve the quality of PR education and training in India ? 20
8. Define Corporate Social Responsibility (CSR). How does it help an organisation in image management ? 20
9. What are the various Corporate Publications ? Choose any two and discuss their objectives and target audience. 20

**10. Write short notes on any *four* of the following :** **4×5=20**

- (a) Public Opinion
  - (b) PR Code of Ethics
  - (c) Publics in PR
  - (d) Communication Process
  - (e) Social Marketing
  - (f) Human Resource Development
  - (g) Role of Photo Division
  - (h) Press Briefings
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