

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

**Term-End Examination**

**December, 2017**

**JMC-004 : PUBLIC RELATIONS**

02032

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What is 'Social Accountability' for an organization ? Discuss with examples. 20
2. Explain the following : 10x2=20
  - (a) Public Relations Professionalism in Educational Field.
  - (b) PRSI - Code of Ethics.
3. Explain Different techniques of PR Research. 20
4. Define the various function of a PR department with examples. 20
5. Explain the role and objectives behind state and central PR / information department. 20
6. What are the 7 Cs of communication ? How can you build effective media relations ? Explain with examples. 20

7. Define the Role of PIB and DAVP. 20
8. Outline the importance of the printed word in achieving PR goals for an organization. 20
9. What is 'Corporate Social Responsibility' ? Discuss the recent trends in CSR with examples. 20
10. Write short notes on **any two** of the following : 10x2=20
- (a) Fund Raising Campaigns
  - (b) Role of the PR Consultancies
  - (c) Consumer Protection Act
  - (d) Community Relations
  - (e) Crisis Management
-