

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

Term-End Examination

December, 2022

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

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

1. What are the differences and similarities among PR, advertising and publicity ? 20

2. What is development support communication? Explain the role of PR in planning and development. 5+15=20

3. Explain how PR helps in the following functions : 2×10=20
 - (a) Analysing and predicting challenges and opportunities.
 - (b) Communication planning and information dissemination.

4. Explain any four kinds of evaluation techniques to measure the results of PR programmes. 20

5. Explain the tools and techniques of PR. 20
6. Plan a PR campaign for a public sector company focusing on its image building. (Keep all the campaign planning steps in mind) 20
7. What is 'lobbying' ? Explain the need of PR for NGOs and voluntary organisations. 5+15=20
8. What is corporate image ? Explain the tools used for building corporate image. 10+10=20
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