

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

**Term-End Examination**

**June, 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 Public Relations? 20  
Why is it necessary in competitive economy ?
2. Discuss the importance of media relations in 20  
public relations. Explain the methods by which  
we can built and maintain media relations.
3. What is the meaning of questionnaire and 20  
schedule ? Explain the relative advantages of both.
4. Internal Public is very important in P.R. What is 20  
the role of Public Relations in making them positive  
speakers of the organisation ? Explain using  
examples.

5. Explain different type of media used by P.R. Give 20  
example of each.
6. Research is an integral part of Public Relations. 20  
Explain different types of PR research.
7. Discuss the importance of community relations 20  
in building, image of a company. How do we  
carry them out in P.R. ? Explain with examples.
8. What is the role of House Journal ? How do we 20  
produce a good House Journal ?
9. What do you understand by following explain 20  
*any four* : (Five marks each)
- (a) Laison
  - (b) Rumour
  - (c) Lobbying
  - (d) Grapevine
  - (e) Press Visit
  - (f) Press Briefing
  - (g) Open house
  - (h) Suggestion Box

10. Write short note on **any two** of the following :

(10 marks each)

10+10=20

- (a) Press Release
  - (b) Press kit
  - (c) Press Information Bureau (PIB)
  - (d) External Public
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