

POST GRADUATE DIPLOMA IN  
JOURNALISM AND MASS  
COMMUNICATION

Term-End Examination

June, 2014

JMC - 04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt *any five* questions.

All questions carry *equal* marks.

1. Define public relations. Explain the role of public relations in developing countries. 5+15
2. Explain the following : 10+10
  - (a) Black box concept
  - (b) SRIF formula
3. Design a PR campaign for a political party. Write in detail the process of campaign planning. 20
4. Write a short note on : 4x5
  - (a) External public
  - (b) Benchmark study
  - (c) Ethics in PR
  - (d) Press Release
5. Explain corporate public relations. Also elaborate with examples the Corporate Social Responsibility (CSR). 5+15

6. What is crisis management ? "ABC" is a 5+15 financially declining airlines company. Imagine yourself as a PRO of "ABC" and suggest a plan to combat the crisis situation.
  
  7. Mahatma Gandhi is said to be the greatest PR practitioner of the 20<sup>th</sup> century. Comment. 20
  
  8. Explain the external and internal communication of a corporate. Elaborate with examples. 20
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