

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

**Term-End Examination**

01948

**June, 2016**

**JMC-04 : PUBLIC RELATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is the role of a Government Public Information Campaign (PIC) in a developing country ? Explain with suitable examples. 20
2. Trace the growth of Public Relations in India since Independence, highlighting the trends in view of the changing media scenario. 20
3. What are the aims and functions of the Press Information Bureau (PIB) under the Ministry of I&B ? Discuss. 20
4. Discuss the skills and qualities required to be a successful Public Relations professional. 20
5. What in your view is the role of PR in non-governmental organisations (NGOs) ? Is it similar or different from corporate sector organisations ? Justify your answer. 20

6. Media Relations Management is a core PR function. Do you agree with the statement ? Discuss. 20
7. What are the various PR research methods ? Discuss any two in detail. 20
8. What are the major printing processes for printing one lakh copies of a corporate brochure in colour ? Which process will be the most suitable and why ? Discuss. 20
9. Define crisis communication. Suggest an effective communication strategy in case of floods in a State. 20
10. Write short notes on any *four* of the following : 4×5=20
- (a) Publication Division
  - (b) Lobbying
  - (c) Government Relations
  - (d) Official Spokesperson
  - (e) PR Code of Ethics
  - (f) Community Relations
  - (g) Internal Communication
  - (h) Corporate Brochure
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