

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

Term-End Examination, 2019

JMC-004 : PUBLIC RELATIONS

Time : 3 Hours]

[Maximum Marks : 100

Note : Attempt **any five** of the following questions. All the questions carry **equal marks** (20 marks each).

1. Define 'Publics' in Public Relations. How are publics segmented ? Explain with examples. [20]
2. How has Public Relations been used for planning and development in Indian context ? Discuss with suitable examples. [20]
3. Discuss the objectives of corporate communication. How will you use corporate communication for building acceptance for a social cause ? [20]
4. For evaluating a PR campaign, which method would you use and why ? Give reasons. [20]

5. Discuss some recent trends in PR research citing suitable examples. [20]
6. Describe the need and importance of a PR Department in a public sector undertaking. [20]
7. Explain the tools and their utility used for internal communication in an organisation. [20]
8. Discuss the corporate publications used for PR activities in your organisation. Describe their production process. [20]
9. Design a PR campaign for a new political party recently launched and about to contest its first elections in three months. [20]
10. Write short notes on **any two** of the following : [10×2=20]
 - (a) IPRA
 - (b) Advertising
 - (c) Publicity
 - (d) Public Opinion
 - (e) Persuasion

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