

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

**Term-End Examination**

**June, 2021**

**JMC-04 : PUBLIC RELATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** Attempt any **five** questions.

*All questions carry equal marks.*

1. What are the four major elements of Public Relations ? Explain with examples. 20
2. What are the areas that require planning for advertising and public relations to be effective ? 20
3. Explain the methods of researching public attitudes. Why is the two step flow of information important for PR ? 20
4. What are the media units that operate under I & B Ministry. Explain their functions. 20

5. Trace the growth and development of PR during the two World Wars. 20
  6. Explain with examples the contemporary PR practices in India. 20
  7. What is Indian Information Service (IIS) ? What are the important guidelines that a successful Government PR person must follow ? 20
  8. What qualities should a PR person have in order to build sound media relations ? 20
  9. Explain the different print tools of PR and their advantages. How does a PR personnel decide which tool is best for publicity ? 20
  10. With the help of a case study, explain how PR can effectively manage a crisis situation. 20
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