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JMC-04

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

Term-End Examination

June, 2022

JMC-04 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Define PR. Why is it a management function ?
Explain the process of PR with a diagram.

5+8+7

2. How is PR related to social responsibility in
business ? What kind of practices constitute
unethical practices in PR ?

10+10

3. Explain how public opinion research helps in
analysing and changing public attitude.

20

P. T. O.

4. Keeping all the campaign planning steps in mind, plan a PR campaign for an NGO trying to create awareness about precautions to be taken in times of COVID-19 in a remote village of India. 20
5. Explain the development of public relations during World War-I and World War-II. 20
6. Explain the developments in various areas of PR and their significance. 20
7. Explain the media and methods used for dissemination of public information by the government. 20
8. What is meant by 'cultivating the media' ? Explain its techniques. 20