

# END TERM EXAMINATION

FOURTH SEMESTER [BJMC] MAY- JUNE 2013

Paper Code: BJMC-206

Subject: Public Relations

Time : 3 Hours

Maximum Marks:75

Note: Attempt all the questions. Internal choice is indicated.

Q.1 Write short notes on (any five)

(15)

- (a) Financial Publics
- (b) Corporate Identity
- (c) Functions of the PR department in educational institutions.
- (d) Press tours
- (e) E-newsletter as a tool of PR.
- (f) Minutes of the meeting

Q.2 What is corporate communication? Explain the tools and strategies adopted by multinational companies to communicate with its publics.

(15)

OR

Is ethical public relations an oxymoron? Examine the statement with special reference to the Nira Radio controversy.

Q.3 Why is media relations an important PR function? Describe the role of news development via press conferences in creating goodwill.

(15)

OR

When is institutional advertising most potent as a tool of public relations. Substantiate your answer.

Q.4 What are the public relations initiatives taken by the Indian army in Jammu & Kashmir? Discuss their nature and impact on the local population.

(15)

OR

Is new media an effective tool of celebrity PR? Highlight the merits and demerits of online PR w.r.t newsmakers.

Q.5 What are the steps of a full blown PR campaign? Discuss the role of evaluation in detail.

(15)

OR

What is the significance of public opinion research in PR? Develop a brief outline of a research proposal in the field of public relations in India.

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