

# END TERM EXAMINATION

FOURTH SEMESTER [BA(JMC)] JULY 2023

Paper Code: BA(JMC)204

Subject: Basics of Public Relations

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1. Write Short Notes on **any two** of the following (7.5x2=15)

- a). Liasoning
- b). Press Kit
- c). Bulletin Board
- d). Propaganda

Q2. A positive Image is a key to Success for a Company. Explain the role of Public Relations in Image building. (15)

OR

Public Relation officer should follow the ethics code of PR. Explain the code of PRSI.

Q3. Describe the concept and Structure of the Public Relations Agency in India. (15)

OR

- i. Explain the Importance of Media relations for a PRO
- ii. Importance of e-PR

Q4. Which types of skills are essential for a Public Relations Officer in a crisis situation? Explain the role and responsibilities of PRO. (15)

OR

CSR can be a Successful tool for PR. Explain it with suitable Examples.

Q5. Differentiate the work process of Corporate Communication and Public Relations with some suitable examples. (15)

OR

Design a PR campaign for a political party for the coming elections.

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