

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (2019 Batch) (Sem.-3)

PUBLIC RELATIONS

Subject Code : BAJMC304-18

M.Code : 76747

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) PR used by political parties
- b) Crisis management
- c) Press
- d) Rejoinders
- e) Any two codes of PRSI
- f) Any two functions of PR
- g) Meaning of media relations
- h) External public
- i) Press tours
- j) Features

SECTION-B

2. What are the functions of public relations?
3. Explain the principles of public relations.
4. Describe the qualities and skills required for public relations.
5. “*PR professional must act responsibly*”. Comment.
6. What is the role of public relations in corporate sector?

SECTION-C

7. How can good PR help in establishing media relations?
8. What are the ethical issues in PR?
9. Why are press tours organized?

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