

Roll No.

Total No. of Pages : 02

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BA (JAMC) (2022 Batch) (Sem.-3)

**PUBLIC RELATIONS**

Subject Code : BAJMC304-18

M.Code : 76747

Date of Examination : 19-12-22

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) House Journal
  - b) Community Relations
  - c) Crisis Management
  - d) PR Ethics
  - e) Press Kit
  - f) Direct Mail
  - g) Rejoinders
  - h) Press tours
  - i) IPRA
  - j) Features.

## SECTION-B

2. Explain principles of Public Relations.
3. Explain qualities and skills required for PR.
4. Discuss the role of Public Relation in the image management of a celebrity.
5. Explain the difference between PR for the public sector and the private sector.
6. Discuss the role of Public Relation in Media.

## SECTION-C

7. *'Media relations has emerged today as one of the key areas in public relations practice.'* Discuss the statement critically.
8. What are the important guidelines for bringing out a house journal?
9. Critically examine the PRSA code and point out, in which ways, it differs from the IPRA.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.