

Roll No.

Total No. of Pages : 01

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M.A (Journalism & Mass Communication) Campus (2015 to 2017)
(Sem.-4)

PUBLIC RELATIONS

Subject Code : MAMC-405

M.Code : 74916

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each SECTION.
3. Each question carries TWELVE marks.

SECTION-A

1. Explain in detail the concept and importance of 'Communication audit'.
2. Differentiate between public relations and advertising; public relations and propaganda.

SECTION-B

3. Enumerate the do's and don'ts of conducting a media conference.
4. What is the role of PR in corporate Sector? How is it different from PR in Government?

SECTION-C

5. What are the qualities and responsibilities of a PR professional?
6. What is PR Consultancy and what services does it provide to the client?

SECTION-D

7. Write a note on traditional modes of Communication useful in PR.
8. What is CSR? Establish its relationships with public relations.

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.