

END TERM EXAMINATION

FOURTH SEMESTER [BA (JMC)] MAY-JUNE-2019

Paper Code: BA (JMC)-204

Subject: Basics of Public Relations

(Batch-2016 Onward)

Time : 3 Hours

Maximum Marks :75

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

- Q1 Write short notes on **any three** of the following:- (3x5=15)
- (a) PRSI Code
 - (b) IPRA
 - (c) PR Pitch
 - (d) Lobbying
 - (e) PR in Health Sector
- Q2 "Public Relations is managing communication between an organization and its public". Discuss its Evolution and Scope. (15)
- OR**
- Write notes on **any two** of the following:- (7.5x2=15)
- (a) Corporate Social Responsibility
 - (b) Public Opinion v/s Propaganda
 - (c) Ethics in PR
- Q3 Discuss the functions and structure of a Public relation agency. How can digital media assist in Public Relations (15)
- OR**
- Write short notes on **any two** of the following: (7.5x2=15)
- (a) House Journal
 - (b) Tools for Media Relations
 - (c) Emerging Trends in PR
- Q4 "Corporate Social Responsibility is a volunteer business activity for benefit of society at large". Elucidate with the help of an example. (15)
- OR**
- Write notes on **any two** of the following: (7.5x2=15)
- (a) PR in Election Campaign
 - (b) Role of PRO
 - (c) PR in Education Sector
- OR**
- Q5 Are Corporate Communication and Public Relations similar? Explain and support your answer with an examples. (15)
- OR**
- PR Campaign is a series of activities to achieve a specific goal. Draft a PR Campaign for a Medical Hospital. (15)

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