PG Even Semester Examination, September, 2023

JOURNALISM & MASS COMMUNICATION

(2nd Semester)

Course No: JMCC-205
(Public Relations)

FM: 70
Pass Marks : 28
Time: 3 Hours

The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.

UNIT-I

1. (a) What is public relations? Discuss its scope in today's world. 7

   (b) Write a brief note on the development of public relations in India. 7

2. (a) Discuss the models of Public Relation developed by Grunig and Huntt. Mention most appropriate model of public relations for present globalized multi-cultural world. 7

   (b) Distinguish between any two of the following : 3½x2=7

   (i) PR and Publicity

   (ii) PR and Advertising

(iii) PR and Marketing

UNIT-II

3. (a) What is 'public' in public relations? Discuss the principles useful to deal with public of any organization. 7

(b) Design a PR campaign stepwise on the subject 'Green and Clean Campus' at Assam University. 7

4. (a) What do you understand by 'public' in public relations? Mention various types of public. 7

(b) Why is tool important for public relations? Mention various tools used for internal communication and external communication.

UNIT -III

5. (a) What is research? How does research help public relations to achieve its objective? 7

(b) Discuss the structure and functions of a public relations agency with suitable diagram. 7

6. (a) Describe the role of PRO in organizations. What qualities a PRO should have to perform his or her duties effectively? 7

(b) What is public relations research? Discuss various methods used in PR research. 7

UNIT-IV

7. (a) Why is ethic important for PR professionals? Mention IPRA code of ethics. 7

(b) Discuss the role of public relations in crisis management. 7

8. (a) What is house journal? Suggest the name, steps and content profile to produce a house journal of Assam University. 7

(b) Write short notes on any two from the following : 3½x2-7

(i) Online PR

(ii) PR and media relations during crisis

(iii) PRSI

UNIT-V

9. (a) What is press conference? Prepare a plan to organize a press conference to be addressed by Vice Chancellor of the University on upcoming convocation. 7

(b) Why is journalistic writing skill important for public relations professionals? Give some tips to write a good press release for newspapers. 7

I0. (a) Comment briefly on any two of the following : 3½x2=7

(i) Backgrounder and its importance

(ii) "Video news" release and its importance

(iii) Media alerts and its importance

(b) What is press release? Mention with reasons various things a PR professional should include in a press release. 7

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