2025/SEM/EVEN/05/17/JMC-552/424

PG Even Semester Exam, May 2025

Journalism & Mass Communication

2nd Semester

COURSE NO. MJMC-552

[Public Relations]

Full Marks : 70

Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions.

Answer any five question taking one from each Unit.

UNIT-I

1. a. Define Public Relations. What are its objectives? 7

   b. Write a brief note on the development of Public Relations in India. 7

Or

2. a. "The choice of Public Relation models depend on the organizations goals and target audience". Discuss. 7

Turn over

b. Elaborate how Public Relations is a management discipline. 7

UNIT-II

3. a. Who are the "Public" in "Public Relation"? Mention various types of Public. 7

b. List the various tools used for internal and external communication. 7

Or

4. a. Plan a Public Relations campaign for a nor government scheme that has been launched in the health sector. 7

b. What are the various kinds of crisis? How can they be tackled by PR activities? 7

UNIT-III

5. a. Discuss the importance of Research in PR management. 7

b. Why scholars think both formative and evaluative research is vital in modern PR? 7

Or

6. a. Discuss the code of ethics in PR. 7

b. What legal regulation should be kept in mind while carrying out PR activities. 7

UNIT-IV

7. a. Explain the role of New media technologies in PR. 7

b. Discuss the structure & functions of P.R. dept in any organization. 7

Or

8. What is Data-driven Public Relations? What are its approaches in PR? 4+10=14

UNIT-V

9. Write a brief note on any two: 7x2=14

a. PR and Publicity

b. PRSI

c. PR & Persuasion

d. Intercultural Public Relations

e. PR & Lobbying

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