2025/SEM/EVEN/05/17/JMC-554/426

PG Even Semester Exam, May 2025

Journalism & Mass Communication

2nd Semester

COURSE NO. MJMIDC-554 (A)

[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. What do you understand by Public Relations? What are its objective? 3+4=7

   b. Write a brief note on the history of PR. 7

Or

2. a. Discuss Public Relations as a management discipline. 7

b. Elaborate the four evolutionary models of Public Relations. 7

Turn over

UNIT-II

3. a. Write a brief note on the various types of 'Public' in Public Relations. 7

b. Explain the different types of tools used in Public Relations communication. 7

Or

4. a. Discuss 'Media Relations' in PR. 7

b. Discuss Government Relations in PR. 7

UNIT-III

5. a. What are the essential qualities of a Public Relation Officer? Discuss. 7

b. Discuss the role of Research in Public Relations. 7

Or

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

b. Discuss the structure and functions of a PR agency with suitable diagram. 7

UNIT-IV

7. a. What is a Press Release? Prepare a press Release issued by an educational institute announcing admission for the next session. 7

b. Write a note on new media technologies used in PR. 7

Or

8. a. What are the different types of crisis in PR? 7

b. How PR activity can tackle a crisis situation? Explain with suitable example. 7

UNIT-V

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

a. PR and advertising

b. PR and Publicity

c. Corporate Social Responsibility

d. Press Conference

e. Lobbying

f. Media Tours

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