

[illegible]

Max. Marks : 60

SECTION-B

2. List any five external publics.
3. How is public relation different from advertising?
4. What is exhibition PR?
5. Highlight the importance of press tour.
6. What are the unique features of advertising?

SECTION-C

7. What are the duties of PR practitioners?
8. Briefly discuss the methods used to evaluate results of PR work.
9. What is the seven point formula for writing a news release?

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