

Roll No. Total No. of Pages: 02

Total No. of Questions: 09

B.Sc.(JAMC) (Sem.-5) **PUBLIC RELATIONS** Subject Code: BJAMC-303 M.Code: 13024

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly:

- a) Advertising
- b) Marketing
- c) Internal public
- MANN FIRSTRAINKER COM d) Bulletin board
- e) News release
- f) Exhibition
- g) Brand image
- h) Institutional advertising
- i) Pre-testing
- i) Information rack



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?

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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