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B.Sc.(JAMC) (Sem.-3)
PUBLIC RELATIONS
Subject Code : BJAMC-203
M.Code : 13014

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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

SECTION-A

1. **Write briefly :**
 - a) Two features of PR
 - b) Meaning of publicity
 - c) **Any two** responsibilities of a PRO
 - d) External public
 - e) **Any two** codes of PRSI
 - f) Press tours
 - g) Bulletin boards
 - h) Exhibitions
 - i) **Any two** functions of PR agencies
 - j) Horizontal Communication

SECTION-B

2. Evaluate the growth of PR in India.
3. How can PR activities help in supplementing the efforts of advertising? Illustrate your answer with suitable example.
4. What are the principles of PR?
5. Discuss the kinds of PR activities being undertaken in public and private sectors in India.
6. “A responsible PRO is an asset to an organization”. Comment.

SECTION-C

7. Explain the steps to be taken by a PR official to conduct a press conference for an organization successfully.
8. Discuss the various stages of a PR campaign.
9. What role can PR play in managing a crisis situation for an organization? Give a suitable example.

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.