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Roll No.	Total No.	. of Pages : (02
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Total No. of Questions: 09

B.Sc.(MEFT) (Sem.-2)
PUBLIC RELATIONS
Subject Code: BMEFT-102

M.Code: 13507

Time: 3 Hrs. Max. Marks: 60

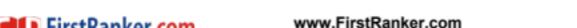
INSTRUCTION TO CANDIDATES:

- 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

Write briefly :

- a) Propaganda
- b) Shareholder
- c) Community
- d) Bulletin board
- e) House journal
- f) Content
- g) Channel
- h) Continuity and Consistency
- i) PIB
- j) Press briefing





1 M-13507



SECTION-B

- What are the unique features of PR? 2.
- 3. Write a note on directorates of field publicity.
- 4 Establish the relationship of PR with publicity.
- 5. What are the do's of writing news release?
- 6. Mention any four PR tools.

- Discuss the role of Public Relations.
- 8. Highlight the importance of public relations in public sector.
- relations'. 9. 'Public Relations is nothing but media relations'. Comment.

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

2 | M-13507 (S2)-1722

