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Total No. of Pages : 02

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 :

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



SECTION-B

2. What are the unique features of PR?
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.

SECTION-C

7. Discuss the role of Public Relations.
8. Highlight the importance of public relations in public sector.
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.