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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.