

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 18

BA (JAMC) (2018 Batch) (Sem.-3)

PUBLIC RELATIONS

Subject Code : BAJMC304-18

M.Code : 76747

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS 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**Write briefly :**

1. Brand placement
2. PRSI
3. Rejoinders
4. Tie-ups
5. Backgrounders
6. Press conference
7. Op-Ed
8. Sponsorships
9. Image management
10. Press release

SECTION-B

11. Discuss the importance of market research.
12. What are PR and publicity drives?
13. Discuss the major roles played by public relations in an organization.
14. Discuss the role of PR in crisis management.
15. Discuss the issue of paid news in India.

SECTION-C

16. How the evolution of technology has changed the PR process?
17. What are the major PR activities that help media to make News?
18. What is employee relations and how it helps organizations?

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.