

Roll No. 

--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 09

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****1. Write briefly :**

- a) PR used by political parties
- b) Crisis management
- c) Press
- d) Rejoinders
- e) Any two codes of PRSI
- f) Any two functions of PR
- g) Meaning of media relations
- h) External public
- i) Press tours
- j) Features





**SECTION-B**

2. What are the functions of public relations?
3. Explain the principles of public relations.
4. Describe the qualities and skills required for public relations.
5. *"PR professional must act responsibly"*. Comment.
6. What is the role of public relations in corporate sector?

**SECTION-C**

7. How can good PR help in establishing media relations?
8. What are the ethical issues in PR?
9. Why are press tours organized?

**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.

