

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(JAMC) (Sem.-5)
PUBLIC RELATIONS
Subject Code : BJAMC-303
Paper ID : [C0641]

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. Persuasion
- b. Marketing
- c. Sales promotion
- d. IPR
- e. Press release
- f. Exhibition
- g. Research
- h. Brand positioning
- i. Image Building
- j. External Publics

SECTION-B

2. Differentiate between Public Relations and Publicity.
3. Two functions of Public relations Department.
4. Highlight the importance of exhibition in promoting the organization.
5. Why is research important in PR?
6. What is meant by lobbying?

SECTION-C

7. Discuss the role of persuasion in creating public opinion.
8. What is the importance of news release in PR and what is the 7-point formula?
9. Highlight the role of PR in developing countries.

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