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Total No. of Questions : 06

M.Sc.(JAMC) (2015 to 2017) (Sem.-3)
PUBLIC RELATIONS & CORPORATE COMMUNICATION
Subject Code : MJAMC-305
Paper ID : [B0464]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE questions out of SIX questions.
2. Each question carries TWELVE marks.

1. Distinguish between Public relations, Publicity, and propaganda.
2. List ten provisions of PRSI code of ethics.
3. Discuss the interface of PR with HRD and Finance.
4. What is the role of Public Relations in crisis situation?
5. What is the role and strategic importance of corporate communication?
6. What steps are taken to build a distinct corporate identity?