

Total No. of Questions : 09

B.Sc.(JAMC) (Sem.-3)
PUBLIC RELATIONS
Subject Code : BJAMC-203
M.Code : 13014

Time : 3 Hrs.

Max. Marks : 60

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) Public Relations
 - b) Evaluation
 - c) Branding
 - d) Marketing
 - e) Internal Public
 - f) PRSI
 - g) Press Release
 - h) Press Briefing
 - i) Exhibition
 - j) Crisis PR

SECTION-B

2. Differentiate between PR and Propaganda.
3. List five qualities of PRO.
4. Mention various external publics.
5. Highlight the importance of evaluation in PR.
6. List any five laws relating to PR.

SECTION-C

7. Discuss the nature and scope of public relations in India.
8. What are the do's and don'ts of planning and executing a PR campaign?
9. Differentiate between public relations in private sector and public sector.

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.