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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(JAMC) (Sem.-5)
PUBLIC RELATIONS
Subject Code : BJAMC-303
M.Code : 13024

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) Marketing
- b) Advertising
- c) Public opinion
- d) News release
- e) Motivation
- f) Press event
- g) PR planning
- h) Evaluation
- i) Event management
- j) Bulletin Board

SECTION-B

2. Differentiate between persuasion and public opinion.
3. Show the place of Public Relation in marketing.
4. Highlight the importance of Press event.
5. What is the value of IPR code?
6. What are the characteristics of employee communication?

SECTION-C

7. What is the seven point formula to write news release?
8. Discuss various PR techniques.
9. What steps are taken to evaluate results of PR work?

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.