

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

**M.A (Journalism & Mass Communication) Campus (2015 to 2017)**  
**(Sem.-4)**

**PUBLIC RELATIONS**

**Subject Code : MAMC-405**

**M.Code : 74916**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each SECTION.
3. Each question carries TWELVE marks.

**SECTION-A**

1. Explain in detail the concept and importance of 'Communication audit'.
2. Differentiate between public relations and advertising; public relations and propaganda.

**SECTION-B**

3. Enumerate the do's and don'ts of conducting a media conference.
4. What is the role of PR in corporate Sector? How is it different from PR in Government?

**SECTION-C**

5. What are the qualities and responsibilities of a PR professional?
6. What is PR Consultancy and what services does it provide to the client?

**SECTION-D**

7. Write a note on traditional modes of Communication useful in PR.
8. What is CSR? Establish its relationships with public relations.

**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.**