

(Please write your Exam Roll No.)

Exam Roll No. 23221402422

END TERM EXAMINATION

FOURTH SEMESTER [BA(JMC)] JUNE 2024

Paper Code: BA(JMC)-204

Subject: Basics of Public Relations

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Attempt any five of the following questions: (5x5=25)
- a) Stakeholder
 - b) Press Kit
 - c) Press Briefings
 - d) PRSI
 - e) CSR
 - f) Lobbying
 - g) Advocacy
 - h) IPRA
- Q2 Define Public Relations (PR). Explain the functions and scope of PR. What are publics? (12.5)
- OR
- Q3 Trace the evolution of public relations. How has it changed due to digital media? (12.5)
- Q4 Explain the concept, structure and functions of PR Agency. What is the relevance of PR agency in times where we also have corporate communications playing important role. (12.5)
- OR
- Q5 What is the role and responsibility of a PRO in an organization? (12.5)
- Q6 What role did the PR play in Health sector in times of COVID 19 Pandemic? (12.5)
- OR
- Q7 Is it the PR machinery or the propaganda which plays an important role during elections. Support your answer by giving examples. (12.5)
- Q8 Define PR Pitch. Plan a pitch keeping in mind CSR campaign of a company. (12.5)
- OR
- Q9 Draw the comparison between Public Relations and Corporate communications. (12.5)

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