

**POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION**

Term-End Examination

December, 2007

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : *Attempt total **five** questions. Question no. 10 is **compulsory**. All questions carry equal marks.*

1. Trace the history and growth of Public Relations in India. 20
2. What is the difference between Publicity, Advertising and Public Relations ? Discuss with examples. 20
3. Why, in your view, do governments need Public Relations ? Discuss with examples. 20
4. PR is a multi-tasking function. What, in your view, are the various qualities for a successful PR person ? 20
5. Critically analyse the "Pulse Polio" campaign from the PR perspective. 20

6. Explain the Code of Ethics adopted by the Public Relations Society of India. 20
7. Explain the Quantitative and Qualitative Research methodology, giving various steps. 20
8. "Image management is an important function of Public Relations." Discuss. 20
9. What are the various media to reach out to the internal publics of an organization ? Elucidate. 20
10. Write short notes on any **two** of the following : 10+10
- (i) PR and propaganda
 - (ii) Media for external publics
 - (iii) Press backgrounder
 - (iv) Public opinion