Paper Id:

Subject Code: JMC6451N

Department of Mass Communication

Course: B.A (J&MC) IV Semester

First Sessional Exam Paper

Session: 2024-2025

Subject Name: Public Relation

Time: 1 Hour

Max. Marks: 30

Section A

This section will consist of 5 short answered questions carrying equal marks (1x5)

Question No. 1 (Attempt all parts of the following :) (1 marks each)

a) Define Publics.

b) What is Propaganda?

c) Define advertising?

d) Define ethics.

e) What does PRSI stand for in public relations?

Section B

This section will consist of 3 questions and students will be required to answer any two questions (7.5x2)

Question No. 2 (Attempt any 2 part of the following :) (7.5 marks each)

a) Differentiate between Public relations and advertising.

b) Define Public and its types with suitable examples.

c) Define ethics and what are ethics for PR?

d) What is PRSI and its objectives?

Section C

This section will consist of three questions and students will be required to answer any one question (10x1)

Question No.3 (Attempt any 1 parts of the following :) (10 marks each)

a) What is Press Release and what points should be kept in mind while preparing a press release?

b) Explain the Theories of PR: Symmetrical & Asymmetrical Models.

c) What are the functions and activities of Public Relations?

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