

No. of Printed Pages : 4

JMC-04

00824

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

Term-End Examination

December 2011

JMC- 04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

-
1. Explain how PR can motivate public to act in the desired manner. 20
 2. Explain the need for Public Relations in defence and health services. 20
 3. Explain the following : 10+10=20
 - (a) Perception study
 - (b) Attitude study
 4. Plan a PR campaign for a hotel. Write in details the process of campaign planning. 20

JMC-04

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P.T.O.

5. By means of a case study explain how PR can effectively manage a crisis. **20**
6. Write short notes on : **5x4=20**
- (a) House journal
 - (b) Press tour
 - (c) Open days
 - (d) Press Release
 - (e) Annual Reports
7. Differentiate between : **10x2=20**
- (a) Corporate image and Corporate identity
 - (b) External publics and Internal publics.
8. Explain the different kinds of corporate publications. **20**

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जे.एम.सी.-04

जन संचार एवं पत्रकारिता में स्नातकोत्तर डिप्लोमा

सत्रांत परीक्षा

दिसंबर, 2011

जे.एम.सी.-04 : जन संपर्क

समय : 3 घण्टे

अधिकतम अंक : 100

Note : (i) किन्हीं पाँच प्रश्नों के उत्तर दें।

(ii) सभी प्रश्नों के अंक समान हैं।

1. जनसम्पर्क वांक्षित तरीके से कार्य करने के लिए जनता को कैसे प्रेरित कर सकता है? व्याख्या करें। 20

2. सुरक्षा और स्वास्थ्य सेवाओं में जन सम्पर्क की जरूरत को समझायें। 20

3. निम्नलिखित की व्याख्या करें : 10+10=20

(a) अभिज्ञायता अध्ययन

(b) प्रवृत्ति अध्ययन

4. किसी होटल के लिए एक जन-सम्पर्क अभियान की योजना बनाएं। अभियान योजना बनाने को प्रक्रिया के बारे में विस्तार से लिखें। 20

5. जन-सम्पर्क प्रभावी रूप से संकट प्रबन्धन कैसे कर सकता है? 20
एक वृत्त अध्ययन के माध्यम से समझाएँ।
6. निम्नलिखित पर संक्षिप्त टिप्पणी करें : 5x4=20
- गृह पत्रिका (हाउस जरनल)
 - प्रेस दौरा
 - ओपन डे
 - प्रेस विज्ञप्ति
 - वार्षिक रिपोर्ट
7. निम्नलिखित में अंतर बताएँ : 10x2=20
- कॉर्पोरेट छवि व कॉर्पोरेट पहचान
 - बाह्य जनता और आंतरिक जनता
8. विभिन्न प्रकार के कॉर्पोरेट प्रकाशनों की व्याख्या करें। 20

No. of Printed Pages : 4

JMC-04

02593

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

Term-End Examination

June, 2012

JMC - 04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Public Relations is often seen as a catalyst of change. What in your view are the key functions of PR ? Discuss.
2. Discuss the role of ethics in Public Relations (PR) .Cite examples of recent times when the PR ethics became subject of debate.
3. What are the key tools of PR ? Discuss the importance of holding a press conference in the context of PR.
4. Is the practice of PR in your view different in public and private sector organizations ? Discuss in favour or against the argument.

5. Do you think PR is required in the NGO sector, educational and research sectors ?
6. What are the emerging trends in PR in the wake of information revolution ? Discuss with examples.
7. Discuss the contemporary public relations practices in India. How has it changed in last decade or so ?
8. Media Relations occupy an important place in PR. What in your view are the Dos and Don'ts to maintain effective relations with the media ?

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जे.एम.सी.-04

जन संचार एवं पत्रकारिता में स्नातकोत्तर डिप्लोमा

सत्रांत परीक्षा

जून, 2012

जे.एम.सी.-04 : जन संपर्क

समय : 3 घण्टे

अधिकतम अंक : 100

Note : (i) किन्हीं पाँच प्रश्नों के उत्तर दें।

(ii) सभी प्रश्नों के अंक समान हैं।

1. जनसंपर्क तो बहुधा परिवर्तन का उत्प्रेरक माना जाता है। आपकी दृष्टि में जनसंपर्क के क्या कार्य हैं? चर्चा कीजिए।
2. जन संपर्क में आचार संहिता की भूमिका की चर्चा कीजिए।
हाल ही के कुछ ऐसे उदाहरण दीजिए जिन्हें लेकर जनसंचार की आचार संहिता पर बहस हुई हो।
3. जन सम्पर्क के प्रमुख साधन क्या हैं? जन संपर्क के संदर्भ में प्रेस कन्फ्रेंस महत्व की चर्चा कीजिए।
4. सार्वजनिक और निजी क्षेत्र के संगठनों में जन सम्पर्क में आपकी राय में क्या अन्तर है। पक्ष और विपक्ष में तर्क दीजिए।

5. क्या आप समझते हैं कि स्वयं सेवा संगठनों (NGO), शिक्षा और अनुसंधान क्षेत्रों के लिए जन सम्पर्क की जरूरत है।
6. सूचना क्रांति के उपरांत जन संपर्क में किस तरह के रुझान पनप रहे हैं उदाहरणों सहित चर्चा कीजिए।
7. भारत में समकालीन जन संपर्क के तौर तरीकों पर चर्चा कीजिए। गत एक दशक में इसमें क्या परिवर्तन आया है?
8. मीडिया से सम्पर्क बनाये रखने का जन सम्पर्क में महत्वपूर्ण सूचना है आपकी राय में मीडिया से प्रभाव शाली सम्पर्क बनाये रखने के लिए क्या करना चाहिए।

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No. of Printed Pages : 2

JMC-04

02500

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

Term-End Examination

December, 2012

JMC - 04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Discuss the differences and /or similarities among public relation advertising and publicity. Elucidate your answer with examples to make your point.
2. Discuss the origin and development of public relations in India and how it evolved during the process of industrialization.
3. What are the emerging trends in PR in the wake of proliferation of media in India ? Briefly discuss how the growing electronic media can be used as a tool of PR.
4. What are the various tool used in of public relations ? Briefly discuss atleast three tools.

5. What in your opinion are the strengths and weakness of public relations in the government sector? What suggestions would you put forward to improve PR practice in Govt. ?

 6. What is the importance of ethics in Public Relations (PR) ? In this context, discuss the social responsibility of public relations.

 7. Why research is required to make public relations effective ? What research will you undertake if assigned to work out a public relations strategy for a automobile company that is about to make entry in the Indian market.

 8. Define strategy if you are assigned to work out a public relations strategy for a public sector petroleum company which is facing stiff competition from foreign companies, how will you go about it ?
-

No. of Printed Pages : 3

JMC-04

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

Term-End Examination

June, 2013

JMC - 04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

All questions carry equal marks.

1. What do you understand by Public Relations? 20
Why is it necessary in competitive economy ?
2. Discuss the importance of media relations in 20
public relations. Explain the methods by which
we can built and maintain media relations.
3. What is the meaning of questionnaire and 20
schedule ? Explain the relative advantages of both.
4. Internal Public is very important in P.R. What is 20
the role of Public Relations in making them positive
speakers of the organisation ? Explain using
examples.

5. Explain different type of media used by P.R. Give 20
example of each.
6. Research is an integral part of Public Relations. 20
Explain different types of PR research.
7. Discuss the importance of community relations 20
in building, image of a company. How do we
carry them out in P.R. ? Explain with examples.
8. What is the role of House Journal ? How do we 20
produce a good House Journal ?
9. What do you understand by following explain 20
any four : (Five marks each)

- (a) Laison
- (b) Rumour
- (c) Lobbying
- (d) Grapevine
- (e) Press Visit
- (f) Press Briefing
- (g) Open house
- (h) Suggestion Box

10. Write short note on **any two** of the following :

(10 marks each)

10+10=20

- (a) Press Release
- (b) Press kit
- (c) Press Information Bureau (PIB)
- (d) External Public



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

Term-End Examination

December, 2013

JMC - 04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

All questions carry equal marks.

1. What do you understand by research? Explain the types of research used in Public Relations. 20
2. Public Relations is a relatively new concept in India. Trace the history of P.R and its importance. 20
3. "Employees are the first concern of Public Relations in building the reputation of a company." Explain the statement. 20
4. Discuss the importance of a House Journal as an effective communication tool between management and employees. Explain the contents of a good House Journal. 20
5. What are the various forms of media relations? Discuss the importance of press conference in this context. 20

6. "Community relations are the force behind making a company, Corporate Citizen." Explain. 20
7. Critically evaluate the public relation campaigns conducted by government agencies. Give some examples. 20
8. What do you understand by corporate communication? Discuss the key tools used in corporate communication. 20
9. Write short note on **any two** of the following : 10+10=20
- (a) Press Release
 - (b) PIB
 - (c) Prasar Bharti
 - (d) DAVP
10. Write short note on **any four** of the following (5 marks each) : 20
- (a) Schedule
 - (b) Primary and Secondary Data
 - (c) Lobbying
 - (d) Press Release
 - (e) Press Visit
 - (f) Grapevine
 - (g) Feedback
 - (h) Content analysis
-

No. of Printed Pages : 2

JMC-04

POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION

Term-End Examination

June, 2014

JMC - 04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt *any five* questions.

All questions carry *equal* marks.

1. Define public relations. Explain the role of public relations in developing countries. 5+15
2. Explain the following : 10+10
 - (a) Black box concept
 - (b) SRIF formula
3. Design a PR campaign for a political party. Write in detail the process of campaign planning. 20
4. Write a short note on : 4x5
 - (a) External public
 - (b) Benchmark study
 - (c) Ethics in PR
 - (d) Press Release
5. Explain corporate public relations. Also elaborate with examples the Corporate Social Responsibility (CSR). 5+15

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6. What is crisis management ? "ABC" is a 5+15 financially declining airlines company. Imagine yourself as a PRO of "ABC" and suggest a plan to combat the crisis situation.
7. Mahatma Gandhi is said to be the greatest PR practitioner of the 20th century. Comment. 20
8. Explain the external and internal communication of a corporate. Elaborate with examples. 20



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JMC-04

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

Term-End Examination

December, 2014

02376

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. Define public opinion. What is the relevance of public opinion research in public relations? $5+15=20$
2. Write short notes on the following : $4 \times 5 = 20$
 - (a) Observation Study
 - (b) IPRA
 - (c) Open-days
 - (d) SRIF Formula
3. Many critics argue that there can be no ethical public relations because the practice itself is akin to manipulation and propaganda. Critically examine the statement. 20

4. Explain the following : *10+10=20*
- (a) Internal public
- (b) External public
5. Explain the various tools and methods of public relations. *20*
6. Plan a PR campaign for your University. Write in detail the process of campaign planning. *20*
7. Mahatma Gandhi is said to be the greatest PR practitioner of the 20th century. Comment. *20*
8. What is crisis management ? “ABC” is a beverage manufacturing company. It is found that the beverages of “ABC” contain pesticides. Imagine yourself as a PRO of “ABC”, and suggest a plan to combat the crisis situation. *5+15=20*

No. of Printed Pages : 2

JMC-04

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

**Term-End Examination
June, 2015**

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Define Public Relations, its role and scope in an organization. What in your view are the limitations of PR ? Discuss. 20
2. Discuss Corporate Social Responsibility (CSR). Do you think good CSR can help PR in building a better image for an organization ? 20
3. Why are media relations important ? Discuss some ways of cultivating the media. 20
4. Do NGOs in your view need PR ? Who are their publics ? Explain the major PR functions in an NGO. 20
5. Define various kinds of crises an organization may face. What role can PR play in managing it ? Cite a case to support your answer. 20

6. Why in your view the Government needs an information machinery ? Discuss at least four media units of the Ministry of Information and Broadcasting of the Central Government in India. 20
7. What are the factors that influence media selection in a PR campaign ? Also explain the importance of mid-term correction in a PR campaign. 20
8. What is Corporate PR Strategy ? Create a corporate PR strategy for an organisation that recently ran into losses in the food business and is now coming up with a new joint venture with a well known food company from the USA. 20
9. What in your view are the various media for internal communication with employees ? Write their strengths and weaknesses. 20
10. Answer **any four** of the following : 5x4=20
 - (a) Explain the Management functions of Public Relations.
 - (b) Differentiate between PR and publicity.
 - (c) What is public opinion ? Explain how PR can become effective in influencing public opinion.
 - (d) Why is PR needed for the banking sector ?
 - (e) Suggest ways how PR can help in keeping up the motivation levels of employees in an organisation.
 - (f) Explain the importance of audience analysis and audience participation in PR communication.

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JMC-04

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

**Term-End Examination
December, 2015**

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. What are the various elements of Public Relations ? Discuss the role PR plays in an organization. 20
2. Trace the evolution of PR in India. Discuss the recent trends in PR with suitable examples. 20
3. Explain how exhibitions can be used as a tool for effective PR communication. Plan an exhibition for your state government's tourism department. 20
4. Why is PR needed for hospitals ? Who are their publics ? Explain the major PR functions in a hospital. 20
5. What is crisis communication and the role of PR plays in mitigating a crisis ? Explain with suitable examples. 20
6. Describe the role of PR in public sector. How can PR help the public sector in building its image ? 20

7. Answer **any two** of the following : 20
- (a) Explain the need of PR for police.
 - (b) What are the aims of a house journal in building motivation among employees ?
 - (c) Define external 'Publics'. What media would you recommend to reach out to them ?
8. Plan a PR campaign for an NGO running an old age home outlining the aims, target audience, key communication messages and media. 20
9. Discuss the various methods and stages of evaluation and feedback in PR. 20
10. Explain **any two** : 10x2=20
- (a) A typical media organization structure.
 - (b) Institutional advertising.
 - (c) Public opinion.
 - (d) SWOT analysis.
 - (e) Budgeting in PR.

No. of Printed Pages : 2

JMC-04

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

Term-End Examination

01948

June, 2016

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **five** questions. All questions carry equal marks.*

1. What is the role of a Government Public Information Campaign (PIC) in a developing country ? Explain with suitable examples. 20
2. Trace the growth of Public Relations in India since Independence, highlighting the trends in view of the changing media scenario. 20
3. What are the aims and functions of the Press Information Bureau (PIB) under the Ministry of I&B ? Discuss. 20
4. Discuss the skills and qualities required to be a successful Public Relations professional. 20
5. What in your view is the role of PR in non-governmental organisations (NGOs) ? Is it similar or different from corporate sector organisations ? Justify your answer. 20

6. Media Relations Management is a core PR function. Do you agree with the statement ? Discuss. 20
7. What are the various PR research methods ? Discuss any two in detail. 20
8. What are the major printing processes for printing one lakh copies of a corporate brochure in colour ? Which process will be the most suitable and why ? Discuss. 20
9. Define crisis communication. Suggest an effective communication strategy in case of floods in a State. 20
10. Write short notes on any *four* of the following : 4×5=20
- (a) Publication Division
 - (b) Lobbying
 - (c) Government Relations
 - (d) Official Spokesperson
 - (e) PR Code of Ethics
 - (f) Community Relations
 - (g) Internal Communication
 - (h) Corporate Brochure

No. of Printed Pages : 3

JMC-04

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

Term-End Examination

00602

December, 2016

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

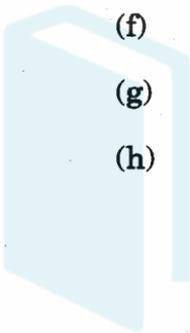
Note : Attempt any *five* questions. All questions carry equal marks.

1. What are the various elements in Public Relations ? Discuss with examples. 20
2. Describe the various tools of PR for reaching out to internal and external publics. 20
3. Explain the different techniques of research used in various fields of PR functioning. 20
4. What in your view is the role of the Ministry of Information and Broadcasting in a democracy ? Choose any two media units of the MoI&B and discuss their functions. 20

5. Select any PR campaign of your choice which you may have seen in the recent past and critically analyse the same on the following parameters : 20
- (a) TA definition
 - (b) Message Design
 - (c) Media Selection
6. What are the major objectives of Public Relations Society of India (PRSI) ? Discuss its role and functions. 20
7. Discuss the difference between PR education and training. What measures are required to improve the quality of PR education and training in India ? 20
8. Define Corporate Social Responsibility (CSR). How does it help an organisation in image management ? 20
9. What are the various Corporate Publications ? Choose any two and discuss their objectives and target audience. 20

10. Write short notes on any **four** of the following : 4×5=20

- (a) Public Opinion
- (b) PR Code of Ethics
- (c) Publics in PR
- (d) Communication Process
- (e) Social Marketing
- (f) Human Resource Development
- (g) Role of Photo Division
- (h) Press Briefings



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No. of Printed Pages : 2

JMC-004

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

**Term-End Examination
June, 2017**

JMC-004 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Explain the major functions of a Public Relations department, giving suitable examples. 20
2. Define Public Relations and its role in managing communication for an organization. 20
3. How is public opinion formed ? What in your view is the role of public relations in influencing public opinion. 20
4. Explain various stages of Public Relations Process citing suitable examples. 20
5. 'There has been a huge spurt in PR Profession in India since liberalization in 1990. Substantiate your point of view with examples. 20
6. Explain the concept of 'Integrated Communication approach' for organizational communication. 20

7. Discuss the Role and Scope of PR in Public Sector organizations. 20
8. What are the objectives of the Ministry of Information and broadcasting for reaching out to the diverse population of India. Discuss. 20
9. What are the various tools/media for reaching out to the internal target audience in PR? Illustrate with suitable examples. 20
10. Write short notes **any two** of the following : 10x2=20
 - (a) Emergence of professionalism in PR
 - (b) PR and consumerism
 - (c) Oral communication
 - (d) Media Relations
 - (e) Corporate Publications

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No. of Printed Pages : 2

JMC-004

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

Term-End Examination

December, 2017

JMC-004 : PUBLIC RELATIONS

02032

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

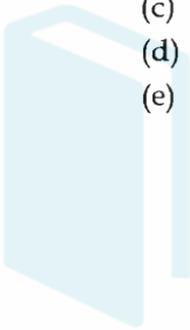
1. What is 'Social Accountability' for an organization? Discuss with examples. 20
2. Explain the following : 10x2=20
 - (a) Public Relations Professionalism in Educational Field.
 - (b) PRSI - Code of Ethics.
3. Explain Different techniques of PR Research. 20
4. Define the various function of a PR department with examples. 20
5. Explain the role and objectives behind state and central PR / information department. 20
6. What are the 7 Cs of communication? How can you build effective media relations? Explain with examples. 20

JMC-004

1

P.T.O.

7. Define the Role of PIB and DAVP. 20
8. Outline the importance of the printed word in achieving PR goals for an organization. 20
9. What is 'Corporate Social Responsibility' ? Discuss the recent trends in CSR with examples. 20
10. Write short notes on **any two** of the following :
 - (a) Fund Raising Campaigns 10x2=20
 - (b) Role of the PR Consultancies
 - (c) Consumer Protection Act
 - (d) Community Relations
 - (e) Crisis Management



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JMC-04

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

Term-End Examination

00143 , June, 2018

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **five** questions. All questions carry equal marks.*

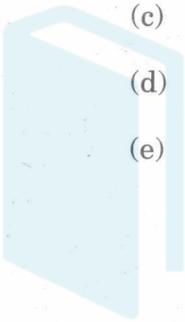
1. Critically analyze the following definition of PR :
Public Relations is the planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory two-way communication. 20
2. What, in your view, is the role of PR in the management of an organization ? Discuss, citing examples. 20
3. Define Corporate communication. How is it different from Government communication ? Discuss the differences in the aims and objectives of both kinds of communication. 20

4. What, in your view, are the various media used by a PR department to reach out to its internal publics ? Discuss briefly, the role of each media. 20
5. "Code of ethics and Code of conduct are essential for Public Relations." What are the salient features of the PR code of ethics adopted by the public relations professional bodies ? 20
6. Explain the structure and function of a Public Relations department in a State Government Public Relations set-up. 20
7. Explain any *two* of the following : 20
- (a) Social Responsibility of PR
 - (b) Public Relations in Educational and Research Institutions
 - (c) The Use of Technology in Effective Management of PR
8. If you have to bring out a corporate publication like a glossy prestige booklet, what will be the basic steps and a checklist for planning the same ? Discuss. 20

9. Plan a PR campaign for a Government department on the theme of “Beti Bachao, Beti Padhao” delineating target audience, media mix and strategic communication. 20

10. Explain any *two* of the following : 10×2=20

- (a) The Process of Public Relations
- (b) Evaluation and Feedback in PR
- (c) Media Assessment
- (d) The Selection of Media for a PR Campaign
- (e) Internal and External Communication



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JMC-04

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

Term-End Examination

December, 2018

00103

JMC-04 : PUBLIC RELATIONS

Time : 3 hours

Maximum Marks : 100

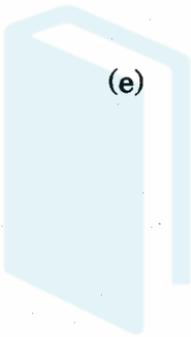
Note : Attempt any five questions. All questions carry equal marks.

1. Describe the role of Public Relations as a management function. 20
2. Discuss the need of Government information machinery in a democracy with appropriate examples. 20
3. Describe in detail the various approaches to organizing the PR departments. 20
4. Write a note on contemporary public relations practices in India. 20

5. Explain the role and responsibilities of PR in crisis management, citing suitable examples. 20
6. Discuss the contribution of Public Relations in the corporate behaviour, profile and identity of an organisation, giving appropriate examples. 20
7. Explain any *two* of the following : 2×10=20
- (a) Attitude and Public opinion
 - (b) Communication planning and Information dissemination
 - (c) Changing Public Relations Environment
-
8. Explain the role of Public Relations in the Industrial Development of India. 20
9. Plan a PR campaign for a Government department on the theme of 'Make in India' by defining target audience for the campaign, choice of media and message action plan. 20

10. Explain any *two* of the following : **2×10=20**

- (a) International Public Relations Association (IPRA)
- (b) Media units of I & B Ministry
- (c) Public Relations and National Movement
- (d) Recycling Information for Reorganising a PR Campaign
- (e) Limitations of Public Relations



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JMC-004

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

Term-End Examination, 2019

JMC-004 : PUBLIC RELATIONS

Time : 3 Hours]

[Maximum Marks : 100

Note : Attempt **any five** of the following questions. All the questions carry **equal marks** (20 marks each).

1. Define 'Publics' in Public Relations. How are publics segmented ? Explain with examples. [20]
2. How has Public Relations been used for planning and development in Indian context ? Discuss with suitable examples. [20]
3. Discuss the objectives of corporate communication. How will you use corporate communication for building acceptance for a social cause ? [20]
4. For evaluating a PR campaign, which method would you use and why ? Give reasons. [20]

5. Discuss some recent trends in PR research citing suitable examples. [20]
6. Describe the need and importance of a PR Department in a public sector undertaking. [20]
7. Explain the tools and their utility used for internal communication in an organisation. [20]
8. Discuss the corporate publications used for PR activities in your organisation. Describe their production process. [20]
9. Design a PR campaign for a new political party recently launched and about to contest its first elections in three months. [20]

10. Write short notes on **any two** of the following : [10×2=20]

- (a) IPRA
- (b) Advertising
- (c) Publicity
- (d) Public Opinion
- (e) Persuasion

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No. of Printed Pages : 3

JMC-04

**POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION (PGJMC)**

Term-End Examination

December, 2020

JMC-04 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any **five** questions.*

(ii) *All questions carry equal marks.*

1. Explain the importance of people's participation in development programmes. What steps will you take to encourage it ? 20
2. Describe the role and functions of a PR professional in corporate sector with appropriate examples. 20

[2]

JMC-04

3. Define Ethics. Highlight some of the unethical practices followed by public relations with suitable examples. 20
4. Describe the process of planning a PR campaign on a topic of your choice. 20
5. Discuss the various tools and techniques of PR research with examples. 20
6. Explain the role of any *two* of the following media units in image building of the government : $2 \times 10 = 20$
 - (a) All India Radio
 - (b) Films Division
 - (c) Doordarshan
7. As a public relation professional, what strategies will you use for crisis management in your organisation ? 20
8. Discuss the importance of the following PR tools : $4 \times 5 = 20$
 - (a) BNO Chure
 - (b) Annual Report
 - (c) Handbooks
 - (d) Calendars and Diaries

[3]

9. Prepare a 'press release' for the event related to a play school inauguration. 20

10. Write short notes on any *two* of the following :

10 × 2 = 20

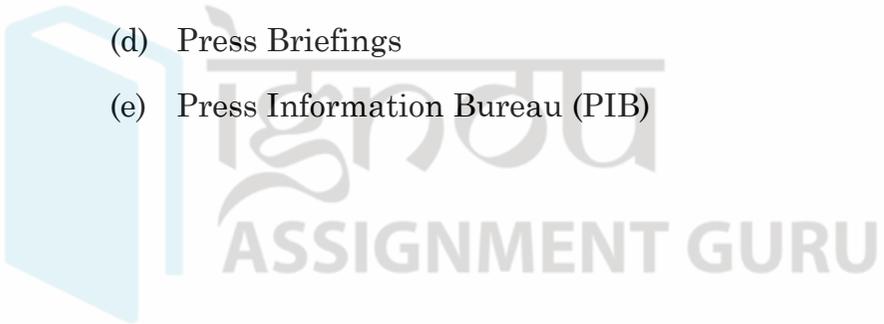
(a) Opinion Leader

(b) Target Publics

(c) Perception Study

(d) Press Briefings

(e) Press Information Bureau (PIB)



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