

U.G. 4th Semester Examination - 2020**MEDIA STUDIES****[HONOURS]****[Public Relations]****Course Code : MSDH-CC-T-10**

Full Marks : 60

Time : 2½ Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **ten** questions of the following:

2×10=20

- a) 'Publics' in Public Relations
- b) Significance of PR in hospitals
- c) Consumer Relations
- d) What is Propaganda?
- e) Annual Report
- f) RACE
- g) Dealer Relations
- h) Publicity
- i) PR as management function

- j) Press rejoinder
- k) PRSI
- l) Research in Public Relations
- m) Shareholder Relations
- n) Growth of PR in India
- o) House Journal

2. Answer any **four** questions of the following:

5×4=20

- a) Elements of Public Relations
- b) Advertising Vs PR
- c) Need for PR in NGOs
- d) Significance of new technology in PR
- e) Financial Public Relations
- f) Role of a PRO

3. Answer any **two** questions of the following:

10×2=20

- a) What is crisis? Explain the role of a PRO is handling a major crisis with the help of a recent example.
- b) Define public relations. Do you think good community relations can achieve proper existence of an organization?

- c) Employees are the building blocks of public relations. Do you agree with this statement? If so, how does a PRO ensure effective employee relations?
 - d) Media Relations are crucial to build public image-explain with mention of major tools in accomplishing the same.
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