

U.G. 4th Semester Examination - 2021**MEDIA STUDIES****[HONOURS]****Course Code : MSD-H-CC-T-10****(Public Relations)**

Full Marks : 30

Time : 1½ 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.**Illustrate wherever necessary.*1. Write about any **five** of the following: 2×5=10

- a) History of PR in India.
- b) Significance of PR in NGOs.
- c) Shareholder Relations.
- d) What is Publicity?
- e) Lobbying.
- f) RACE.
- g) Public Relations in Defence.
- h) External Publics.

2. Answer any **two** of the following: 5×2=10

- a) Explain 'Corporate Social Responsibility'.
- b) Public Relations Vs Propaganda.
- c) Why do hospitals need PR?
- d) Significance of new technology in PR.
- e) Government Public Relations.

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

10×1=10

- a) Define Public Relations. How is PR different from Advertising?
- b) Describe the role of a PRO in crisis management. Illustrate your answer with suitable examples.
- c) Do you feel establishing and maintaining proper Community Relations are vital for the successful running of an organization? Give reasons and examples supporting your answer.
