

U.G. 4th Semester Examination - 2022**MEDIA STUDIES****[HONOURS]****Course Code : MSD-H-CC-T-10****(Public Relations)**

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.**Illustrate wherever necessary.*1. Write short notes on any **ten** of the following:

2×10=20

- a) 'External Publics' in Public Relations
- b) Significance of PR in hospitals
- c) PRSI
- d) What is Lobbying?
- e) Annual General Meeting
- f) RACE
- g) Dealer Relations

- h) Publicity
- i) PR as marketing function
- j) Press release
- k) Propaganda
- l) Research in Public Relations
- m) Corporate social responsibility
- n) Ethics in PR
- o) House Journal.

2. Write short notes on any **four** of the following:

5×4=20

- a) Elements of Public Relations
- b) Advertising Vs PR
- c) Need for PR in charitable institutions
- d) Significance of new technology in PR
- e) Public Relations in government sector
- f) Role of a PRO.

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

10×2=20

- a) What do you understand by crisis? Explain the role of a PRO in handling a major crisis with the help of a recent case study.

- b) Define public relations. Why do you think community relations are important for an organization and how can it be mutually beneficial?
 - 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 meet the broader role of reaching a wide consumer base. How is that possible? What are the tools for good media relations?
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