

JOURNALISM AND MASS COMMUNICATION — HONOURS

Class Test - 2023

Paper : JORA-CC-6-14

Public Relations

Full Marks : 25

Group - A

1. Answer *any six* questions : 1×6
- (a) How many types of House Journals a PRO can publish?
 - (b) Give one example of Propaganda.
 - (c) What is Public Opinion?
 - (d) What is the major advantage of organizational publications?
 - (e) What is the full form of PRSI and CRM?
 - (f) Who are the Internal Publics of an educational institution?
 - (g) What is Corporate Film?
 - (h) Name one model proposed by James Grunig.
 - (i) What do you mean by a Press Rejoinder?
 - (j) State two main differences between publicity and public relations.

Group – B

2. Write short notes on (*any two*) : 2×2 2×5
- (a) Media Relation
 - (b) Press Release
 - (c) Press-Kit

- (d) Four model of PR
- (e) Image development
- (f) House Journal

Group – C

3. Answer *any one* questions :

- a) What is Public Relation? Explain the term 'Public' in PR. Distinguish between Advertising and PR. How is PR different from Propaganda, Public Opinion and Publicity? Discuss 1×10
2+3+5+5
- b) What are the various media tools used by a PR Professional? Describe the skills required to be an effective PR professional. 15
- (d) Explain the functions of PR with suitable examples. Why a Public Relation campaign needs the support of Corporate Social Responsibility? 10+5