

M.A. DEGREE EXAMINATION, NOVEMBER 2016.

THIRD SEMESTER

Journalism and Mass Communication

Paper I — PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Image building
2. Public opinion
3. PRSI
4. Video conference
5. DAVP
6. Two way symmetric Model
7. House Journal
8. Community Relations

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. (a) Is public relations a management function? Substantiate your views.
Or
(b) Explain the functions and scope of Public Relations in the Indian context.
10. (a) Examine the impact of technology on Public Relations in private sector in India.
Or
(b) Critically evaluate the status of PR research in India.

11. (a) Distinguish between propaganda, publicity and advertising.

Or

- (b) Discuss the stages in Public Relation process with examples.

12. (a) "Feedback is totally neglected in Public Relations activity". Do you agree with this comment?

Or

- (b) Explain code of ethics for Public Relations professionals.

