M.A. DEGREE EXAMINATION, NOVEMBER 2016.

THIRD SEMESTER

Journalism and Mass Communication

Paper I — PUBLIC RELATIONS

Time: Three hours

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PRSI

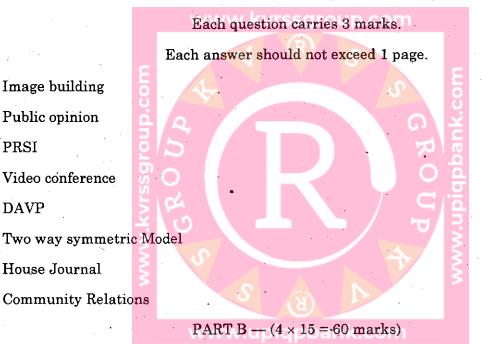
DAVP

Maximum: 75 marks

(No additional sheet will be supplied)

PART A — $(5 \times 3 = 15 \text{ marks})$

Answer any FIVE questions.



Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

Is public relations a management function? Substantiate your views. 9. (a)

Or

- Explain the functions and scope of Public Relations in the Indian context. (b)
- 10. Examine the impact of technology on Public Relations in private sector in India. (a)

Or 4

Critically evaluate the status of PR research in India. (b)

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.

