

M.A. DEGREE EXAMINATION, NOVEMBER 2017.

THIRD SEMESTER

Journalism and 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. Propaganda
2. Open House
3. Persuasion theory
4. IPRA
5. In-house PR departement
6. PR ethics
7. DIPR
8. Press release.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Communication is the essence of employee relations - Discuss.

Or

10. Elaborate the significance of community rotations citing examples.

11. What do you understand by four stages of public relations?

Or

12. What are the essentials of a good public relations officer? State feature required by a PRO.

13. What are the Grunig's models of public relations?

Or

14. How do you apply Social Learning Theory to Public Relations?

15. Explain the role of professional organizations of Public relations in extending ethical guidance to PR practitioners.

Or

16. Explain the functions of Media Units of Ministry of Information and broadcasting.

