

M.A. DEGREE EXAMINATION, OCTOBER 2015.

THIRD SEMESTER

Journalism and Mass Communication

Paper I — PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

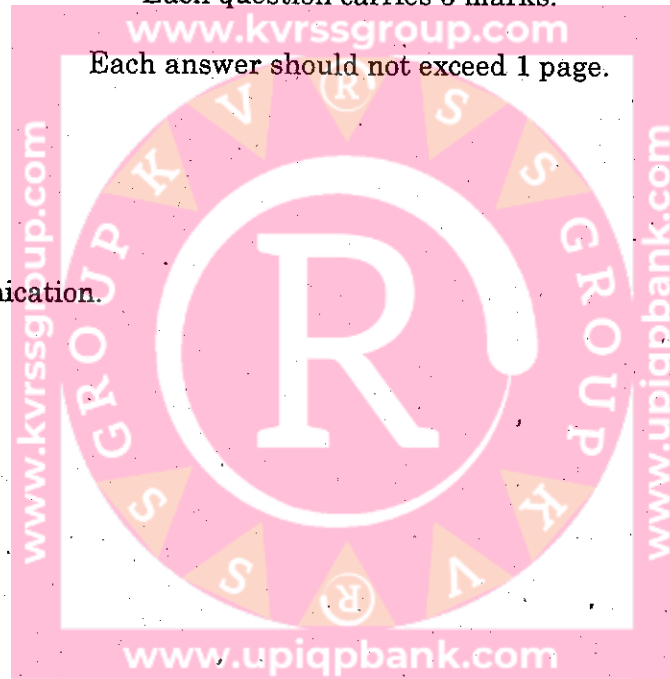
PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Public opinion.
2. Consumer rights.
3. Two way communication.
4. Press agency.
5. PR Education.
6. IPRA.
7. Appeals.
8. Photographs.



PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. What kind of role PR could play to solve conflicts between employees and management.

Or

10. Explain the present status of Public Relations in India.

11. Discuss in detail Maslow's hierarchy of needs with examples.

Or

12. Explain PR process and four stages of Public Relations.

13. Public Relations as management function. Discuss.

Or

14. Elucidate the Bandura social learning theory.

15. A public relations officer must be a communication expert – Explain.

Or

16. Explain the role of public relations in public transport.

