

31061

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2018.

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. Exhibitions
2. Evaluation
3. PRSI
4. Public Opinion
5. Social Learning Theory
6. NGOs
7. DAVP
8. IIMC

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. How do you prepare for organizing a press conference on your university convocation?

Or

10. Distinguish advertising , publicity , propaganda and public relations.

11. Discuss how effectively house journal can be used in PR campaigns.

Or

12. State the importance of Open House.

13. Explain the function of Public Relations in Corporate Perception Management.

Or

14. Discuss the Cognitive Dissonance Theory and its functions in Public Relations.

15. Trace the importance of research in public relations.

Or

16. Explain the trends in public relations in the present day scenario.

