

41043

M.A. DEGREE EXAMINATION, MARCH/APRIL 2020

FOURTH SEMESTER

Political Science and Public Administration

Paper III – 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. PRO.
3. Yellow media.
4. Press Briefings.
5. Press conference.
6. Community relations.
7. Paid News.
8. Strategy in News Publication.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. (a) Define public relations. Discuss its nature and elements of public relations.

Or

- (b) Trace the evolution of public relations in India.

10. (a) Examine the organisation and functions of P.R. department.

Or

(b) What is your view are the various media used by a P R department to reach out its internal publics? Briefly explain the role of each media.

11. (a) Explain the role of media in crisis management.

Or

(b) Critically examine the strategy planning of corporate PR.

12. (a) Bring out the qualities of a successful public relations officer.

Or

(b) Do you think India media in general is becoming unethical in its day to day functioning? Justify.

