

M.A. Examination, 2014
Semester – III
Journalism & Mass Communication
Paper – IX
(Public Relations)

Time: 3 Hours

Full Marks: 40

Questions are of value as indicated in the margin.

Answer **any four** questions of which
question number **7** is compulsory.

1. Do you believe that house journal is at all necessary for a corporate group of industries? Explain. 10
 2. What is press conference? How can a press conference be organized successfully? 2+8=10
 3. Why is research necessary before any PR campaign? Explain in details about different research techniques. 6+4=10
 4. What is PR? Describe its growth and development. 5+5=10
 5. What steps should a Public Relations Officer take during a crisis situation? Explain with an example. 10
 6. What should a Public Relations Department do for effective media management? 10
 7. Write short notes on **any two** of the following: 5×2=10
 - (a) Publics in PR
 - (b) PR Ethics
 - (c) Press release
 - (d) Annual Report
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