

**M.A. Examination, 2016**  
**Semester-III**  
**Journalism and Mass Communication**  
**Course – IX**  
**(Public Relations)**

**Time: 3 Hours**

**Full Marks: 40**

***Questions are of equal value or as indicated in the margin.***

Answer question no. 5 and ***any two*** from the rest.

1. Discuss the opportunities and challenges of PR profession today. 15
  2. Trace the role of 'Internal Communication' in corporate sector, with examples. 15
  3. "Crisis situation reveals the 'PR practice' of any organization". Explain with examples. 15
  4. Elucidate the attributes of a successful 'Event Manager' with recent examples. 15
  5. Write short notes on ***any two*** of the following: 5×2=10
    - (a) PR campaign
    - (b) Press release
    - (c) Annual Report
    - (d) Publics and Stake holders
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