

M.A. Examination, 2018
Semester-III
Journalism and Mass Communication
Course-IX
(Public Relations)

Time: Three Hours

Full Marks: 40

Questions are of value as indicated in the margin.

Answer *any two* questions from 1 to 4.

1. How does public relations help in creating image of any organisation? Explain with one example. 9+6=15
2. What are the different phases of PR campaign? Why are they needed? 8+7=15
3. What role do media monitoring and media management play in public relations? 7.5×2=15
4. Solve the following case: 15

CASE PROBLEM

The National Company plans to introduce a new line of its battery-powered note book and portable computers. The approach is an integrated marketing communications campaign that will incorporate public relations, direct mail, sales promotion, and advertising. The objectives are to

- Generate awareness of the new product with business audiences.
- Position National as the technology leader in developing and manufacturing of note book/portable computers.
- Increase National's sales and market share.

Can you think of any audience research that could be done before you plan the marketing communications program? What techniques and series of activities could help accomplish this company's objectives?

5. Write *any two* short notes: 5×2=10
 - (i) Word-of-mouth
 - (ii) Community Relations
 - (iii) ANR
 - (iv) Public opinion
