

2123

B. Voc. (Media and Entertainment)

Fifth Semester

MET-504: Public Relations

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Difference between Public Relations and Advertising
- b) Difference between Publicity and Propaganda
- c) Lobbying
- d) Podcasting
- e) Web Conferencing
- f) Press Conferences
- g) Press Release
- h) Brochure

(4x2)

UNIT - I

II. Define Public Relations. Explain the concept and Practice of Public Relations. (8)

III. What are the soft skills, qualities and responsibilities of Public Relation Professional? (8)

UNIT - II

IV. Explain in detail various Public Relation tools. Support your answer with examples. (8)

V. How can an organization use social media platforms as public relation tools to generate interest in its products /services? Support your answer with examples. (8)

UNIT - III

VI. Explain in detail different types of Public. Support your answer with examples. (8)

VII. Give a brief overview of Public Relation Process. (8)

UNIT - IV

VIII. Explain role of Public relations in Government, Private and Public Sector. (8)

IX. Explain briefly public relation campaign. Why should evaluation be built into the PR campaign? (8)

x-x-x