

2124
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) Display and Advertising
- b) Lobbying
- c) PRSI
- d) Image Building
- e) Difference between Press release and blogs
- f) Newsletter
- g) Propaganda
- h) Stage events

(4x2)

UNIT - I

II. Explain PR as a medium of mass communication. Explain the concept and relevance of Public Relations in the digital age. (8)

III. Describe the soft skills required for a successful PR professional. Explain in detail the qualities and responsibilities of Public Relation Officer. (8)

UNIT - II

IV. Enlist and explain the various media public relation tools used by a PR Professional. Support your answer with suitable examples. (8)

V. What role PR tools play in maintaining relations. (8)

UNIT - III

VI. Explain in detail the PR process. Support your answer with examples while explaining research, planning, implementation and evaluation. (8)

P.T.O.

(2)

- VII. What is a PR agency? Explain its structure along with the functions of PR agency. (8)

UNIT - IV

- VIII. What do you understand by the PR Code of Ethics? Enlist the ethics laid down by PRSA. (8)

- IX. How does PR function in a government sector in contrast to a private sector? Support your answer with examples. (8)

x-x-x