



12/12/16

**Final Semester Examination, 2016**

**School of Communication**

**5 years Integrated M.A in Media & Communication Studies, Semester III**

**Course: COMM-203: Public Relations**

Time Allowed: 3 Hours

Maximum Marks: 50

**SECTION: A** (Short Answer Type Questions/ to be answered in about max 25-50 words).

(Marks: 2x5=10)

Attempt all questions.

- I. Define *Persuasion*.
- II. What is *ETHOS*, *PATHOS* and *LOGOS*?
- III. Define *Crisis Communication*.
- IV. What are the functions of a *PR Practitioner*?
- V. Explain *Inverted Pyramid*.

**SECTION: B** (Short Answer Type Questions to be answered in about 150 words).

(Marks: 5x4=20)

Attempt all questions.

- I. What are the Strength and Weakness of Newspapers?
- II. Explain the *Models of Communication*.
- III. Mention any four checklists for effective *Media Relations*?
- IV. Explain any two of the following:
  - Media Kit
  - Press Release
  - Press Tours / Facilities Visits
  - Open Days

**SECTION: C** (Medium Answer Type Questions to be answered in about 300 words).

(Marks: 10X2=20)

Attempt any TWO questions.

- I. What is the difference between *PR* and *Advertising*?
- II. Explain the Difference Between *PR*, *Propaganda* and *Publicity*.
- III. Explain *PR Ethics*.
- IV. Explain the case study of any one of the following:
  - *Cadbury Dairy Milk crisis communication*
  - *Tata Nano crisis communication*
  - *Maggi crisis communication*
  - *Coco-cola crisis communication*