

5/12/16

Doon University
Semester Final Examination
M.A. Communication (3rd Semester)
Comm 611-Public Relations Management

Marks Allotted: 50

Time allowed: 3 Hours

Attempt ALL sections

Section A

Answer **ONE** of the following (15 Marks)

1) Elaborate on the importance of Strategy and Planning in Public Relations, explaining about the scope of a PR Plan, steps of strategising and using basic planning tools etc.

OR

2) Media Relations is the "lifeblood of Public Relations". Explain.

Section B

Answer **ONE** of the following : (10 Marks)

1) Describe the structure and functions of a PR Agency.

OR

2) Explain the importance of Exhibition as a PR Medium /Tool.

Section C

Write Notes on any **FIVE** of the following (5 Marks each).

- 1) Any six points from A to Z of PR
- 2) Advertorial
- 3) Activity Calendar
- 4) Media Matching
- 5) Make a Gantt Chart
- 6) Six scenarios for a press conference
- 7) Ten commandments for a PR campaign
- 8) Points to be kept in mind while holding a press conference