

14-12-2015

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) Discuss Exhibitions as an extremely effective tool of Public Relations

OR

- 2) Elaborate on the relationship between PR and Advertising , describing the differences and similarity between the two.

Section B

Attempt any ONE of the following (10 Marks)

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

OR

- 2) What do you understand by Public Opinion? Write about opinion leaders, nature of public and public opinion polls.

Section C

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

- 1) Difference between PR and propaganda
- 2) Importance of Planning in PR
- 3) Six commandments for a PR campaign
- 4) Write about Charisma , giving an example of a person of your choice
- 5) Public Relations in an NGO
- 6) Make a Gantt Chart on any project of your choice
- 7) Strategy in PR
- 8) Any five points from the A to Z of PR