

18/12/2012



Doon University, Dehradun
Semester Final Examination, Third Semester, 2012
School of Communication

M.A. (Communication)
Course – COMM-611: Public Relations Management

Time Allowed: 3 Hours

Marks Allotted : 50

Attempt all Sections:

Section A

Attempt any ONE of the following

(20 Marks)

- 1) "Media Relations is the lifeblood of Public Relations." Justify this by discussing in detail the guidelines for successful media relations.

Or

- 2) "Managing Events is crucial to PR management". Elaborate by writing about classification of events and describing how to organize them.

Section B

Attempt any ONE of the following

(10 marks)

- 1) Discuss the importance of Speeches as a powerful medium for Public Relations.

Or

- 2) Discuss Press Conference as one of the most significant aspects of Media Relations.

Section C

Write notes on any FOUR of the following

(5 Marks each)

- 1) The TARES Principles
- 2) Exhibition as a PR Tool
- 3) Sponsorship
- 4) Primary and Secondary research
- 5) Propaganda
- 6) Any Four Publics of PR
- 7) PR and Persuasion