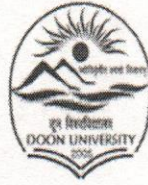


19-12-2017



## DOON UNIVERSITY, DEHRADUN

### Final-Semester Examination, 2017

#### School of Media & Communication Studies

5 years Integrated MA Media & Communication Studies 3rd sem

Course: COMM 203 Public Relations

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*Time Allowed: 3 Hours*

*Maximum Marks: 50*

#### SECTION- A

(Very Short Answer Type Questions) Attempt any FIVE Questions.

3x5= 15 Marks

Q.1 Write down the various qualities of a PR officer?

Q.2 Differentiate between a house journal and a Brochure?

Q.3 What are the points to be considered while selecting a good logo for an organization?

Q.4 Discuss the need of an internal communication in the organization.

Q.5 What do you understand by a position Paper?

Q.6 Discuss why the audience analysis is important in Public relations?

#### SECTION- B

Answer any FOUR questions. (Short answer type)

5X4=20 Marks

Q.1 What do you understand by Corporate social responsibility?

Q.2 Define Crisis. Discuss how PR plays a crucial role in crisis management?

Q.3. Define Corporate identity and discuss its need in developing the image of a company?

Q.4 Write down the various kinds of a Press Release?

Q.5 In your view, how is writing for Media is different from writing for employees. Discuss.

#### SECTION-C

Answer Any ONE question. (Long answer type)

15X1 = 15 Marks

Q.1 Define Corporate Communication. Explain how is it different from Public Relations.

Q.2 Discuss the various Public Relations Tools and Methods. Also choose any two media to reach out to the external target audience and discuss their strength and weakness.