

Doon University
Mid Semester Examination

Integrated (Five Years) Course (3rd Semester)

Comm 203-Public Relations

Marks Allotted : 30
Time Allowed : 2 Hours

Attempt ALL Sections

Section A

Attempt ONE of the following (10 Marks)

1) Write about any five publics of an organisation.

OR

2) Draw the PR Window, explaining the functions (FourAs) of PR and the PR process (RPCE).

Section B

Write notes on any TWO of the following (5 marks each):

- 1) Propaganda vs PR
- 2) Media Relations
- 3) Press Conference
- 4) Aristotle's pathos and logos (with examples)

Section C

Write notes on any TWO of the following (5 Marks each)

- 1) Differences between PR and Advertising
- 2) 5 Stages of Persuasion
- 3) Ways to create news
- 4) Definitions of PR