

[88] Seat NO: \_\_\_\_\_

Printed Pages: 2

## Sardar Patel University

MA (JMC) (CBCS) (III Semester)

2016

Wednesday, 19<sup>th</sup> October

02.00 pm to 05.00 pm

PG03JMCE02: Public Relations*Notes*

- a. This question paper carries *four questions* in all, and a weighting of 50 marks.  
 b. Attempt *four questions* in all, choosing from the internal options made available to you.  
 c. Evaluation will be based on: (i) the relevance of your response, (ii) grasp of the key issues, (iii) ability to communicate effectively, and (iv) use of illustrations.

1. This question carries *ten objective* test items carrying a weighting of 10 marks. There are *four options* given under each item. Write the item and fill in the blank selecting *the most appropriate* of the item and put *the letter of the alphabet* A, B, C, or D in the blank that help complete it correctly. 10

1. \_\_\_\_\_ said, "Some are born great, some achieve greatness and some hire public relations officers".

(A) Daniel J Boorstin  
 (B) Bill Gates

(C) Warren Buffet  
 (D) Oscar Wilde

2. Banks, big business houses and media organisations organize programmes for establishing good \_\_\_\_\_ relations.

(A) City

(B) Regional

(C) Audience

(D) Community

3. \_\_\_\_\_ is considered as the father of Public Relations.

(A) Edward L Bernays  
 (C) Daniel J Boorstin

(B) Warren Buffet  
 (D) Sigmund Freud

4. \_\_\_\_\_ Media unit promotes films.

(A) NFAI  
 (C) NCFCYP

(B) NFDC  
 (D) All of the Above

5. \_\_\_\_\_ Media Unit will provide an official photograph of the President. provides

(A) The Photo Division  
 (C) The Photograph Division

(B) The Official Photo Division  
 (D) The Government Photo Division

6. \_\_\_\_\_ were the first written material used for public relations.

(A) Brochures  
 (C) Newsletter

(B) Fliers  
 (D) Press release

(P.T.O.)

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7. \_\_\_\_\_ is the purpose of public relations.  
(A) to educate certain audiences on the advantages of a product  
(B) to promote goodwill for the organisation  
(C) to create, maintain, protect and build the reputation of the organisation  
(D) All of the Above
8. The text of the \_\_\_\_\_ is written in the form of a story with an attractive heading so that the media quickly grasps and circulates the message through newspapers/radio/television/internet.  
(A) Brochures (B) Fliers  
(C) Newsletter (D) Press release
9. Identify the full form of DAVP \_\_\_\_\_.  
(A) DIRECTORATE OF ADVERTISING AND VISUAL PROGRAMME  
(B) DIRECTOR OF ADVERTISING AND VIDEO PUBLICITY  
(C) DIRECTOR OF ADVERTISING AND VIDEO PROGRAMME  
(D) DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
10. The messages on milk and milk products written on bus panels and on huge boards at bus terminals, airports and railway stations where a lot of people come together. These forms of communication are commonly referred to as \_\_\_\_\_.  
(A) Hoardings (B) Fliers  
(C) Poster media (D) Brochures

2. Write a detailed note on evaluation of PR and the government public relations structure and strategy. 13

OR

“People do not buy goods and services. They buy relations, stories and magic.” Justify this statement in the context of PR with suitable examples.

3. Discus PR tools with suitable examples. 12

OR

Write a detailed note on press conference and make press release for media professionals.

4. Write *any three* short notes. 15

- A. Camera as a PR Tool.
- B. New Trends in PR.
- C. Transit Media.
- D. PR in Digital World.

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