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End Semester Examination, December 2024
(MA JMC)– I Semester
Public Relations: Theory and Practice (SJM707A)

Time: 2.5 hrs.

Max Marks: **50**

Note: **All Questions are compulsory.** Marks are indicated against each question. Attempt any five questions.

PART-A

2x5

Q-1	Questions	CO	Bloom Taxonomy	Marks
A.	Define Public relations.	CO2	L2	2
B.	Explain e-PR.	CO2	L2	2
C.	What do you understand by Press conference?	CO2	L2	2
D.	Explain house journal.	CO2	L2	2
E.	Explain rejoinder.	CO2	L2	2
F.	What do you understand by annual report?	CO2	L2	2
G.	What do you understand by press kits?	CO2	L2	2

PART-B

	Questions	CO	Bloom Taxonomy	Marks
Q- 2	Elucidate the role of market research in Public Relations (PR), and how does it contribute to the success of PR campaigns in India? OR Explain the significance of audience segmentation in PR campaigns in India. How does market research help in identifying different audience segments based on demographic and psychographic factors?	CO-2	L5	10
Q-3	Explain the seven point formula for writing press release. OR Enlist the ethics of public relations.	CO-5	L5	10
Q4	Elucidate Grunig's Four Models of PR. OR Elucidate Agenda Setting theory with relevant example.	CO-4	L5	10
Q5	Write a press release on any fest organized in your University. OR Suppose you are the Public Relations manager for a Johnsons & Johnsons talcum powder brand facing a rumour that its products negatively affect consumer	CO-5	L6	10

	health. What steps would you take to address this rumor and improve the brand's image?			
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