

SECOND SEMESTER M.C.J. DEGREE EXAMINATION, JUNE 2019

(CUCSS)

Journalism and Mass Communication

MCJ 2C 07—PUBLIC RELATIONS

Time : Three Hours

Maximum : 36 Weightage

Answer Question No.1 and four others.

Part A

I. Write short notes on any *six* of the following questions. Each question carries 2 weightage :

- (a) Corporate image building.
- (b) IPRD.
- (c) House seminars.
- (d) Event management.
- (e) Newsletter.
- (f) Handout.
- (g) Brochure.
- (h) Company website.

(6 × 2 = 12 weightage)

Part B

Answer any four questions.

Each question carries 6 weightage.

- 2. Explain how PR in Government sector differs from the private sector.
- 3. How do you organize a PR campaign programme to conserve water ?
- 4. Write brief notes on the major professional organizations in public relations.
- 5. Would you support engaging the services of lobbyists by big corporate house to liaison with the Government ? Present your views.
- 6. What are the qualities and qualifications of a PR practitioner ?
- 7. PR is often criticized as a publicity and propaganda organization of the Government. Offer your comments.
- 8. What are the functions of PR agencies ?
- 9. Briefly explain the following :
 - (a) Community relations
 - (b) Consumer relations
 - (c) PR counseling and consultancy

(4 × 6 = 24 weightage)