

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR (C.G.)**

**PG Mass Communication 3<sup>RD</sup> Semester**

**Paper-4<sup>TH</sup> (PUBLIC RELATION)**

**Time: 03 Hours**

**Max. Marks: 60**

**AS-2574**

**Question 1: Objective type questions:**

- (i) - Thomas Jefferson
- (ii) - Press Information Bureau
- (iii) - Lobia, Covered Walk
- (iv) - (b) External
- (v) - Internal
- (vi) - (b) Mahatma Gandhi
- (vii) - (a) Health Care
- (viii) - True
- (ix) - False
- (x) - False

**Descriptive type questions**

**2. Define Public Relation and write the duties of Public Relation officer.**

In the answer of this question-following things are required -:

Firstly Definition of Public Relation likes

“Public Relation is a management function between an organisation and its publics.”

“Public Relation is a Human Engineering.”

“Public Relation is the Art, Craft & Science of building relationship between an organisation and its key group.”

Etc.

Secondly define the duties of P.R.O like

SMART formula

Coordination with Internal & External Public

Community Relation

Media Relation (Press Release, Press conference, press visits.)

Consumer/Customer Relation.

Preparation of House Journals.

Role in Crisis Situation for handling the crisis.

Evaluation of Feedback

4 A (Analyst, Adviser, Advocate, Antenna)

### **3. Write a brief history of PR in Indian context.**

I. The Stage of Propaganda – (Propaganda model) from 1500 B.C to end of East India Company rule 1858.

11. The Era of Publicity -1858 to 1947.

111. The age of Modern P.R. after 1947.

Brief Explanation of all above points and up to PRSI.

### **4. Discuss the important of Public Relation in State Government.**

It is the Management of a two way communication between the Government organisation and their employees and the general public to create a well- informed citizenry and make them partners in Democratic and Development process.

As a two way communication process Public Relation supports the Govt. Efforts in promoting it-----

i.Goals

ii. Policies

iii.performance

iv.Services

v.Plans & Schemes

vi.Achievements

vii.Evaluation Etc.....

## **5. Discuss in detail the role of importance of PR for internal public.**

- i. Coordination with Internal Public.
- ii. Role in internal Crisis Situation for handling the crisis.
- iii. Motivation.
- iv. Mainly to keep Internal Public well –informed about their Organisation.
- v. Ethics classes. Etc.

## **6. How is PR helpful for family planning in your state? Give suitable examples.**

Firstly research the matters. Strategy & Planning about family planning.

- i. Conceptualization- To identify tasks & responsibilities.
- ii. Monitoring- To anticipate & evaluate opportunities & challenges.
- iii. Planning- To ensure achievement of measurable results that fulfil needs
- iv. Target Audience.
- v. Know the medium available.
- vi. Budget.
- vi. Time

Secondly prove why PR can better solve the problem.

## **7. What is difference between Advertisement & PR? Explain with examples.**

Simply define PR & Advt.  
Why they are different to each other?  
Prove with some suitable examples.

## **8. Discuss the Qualities of PRO.**

Simply write the details of these two.

SMART formula.

4 A (Analyst, Adviser, Advocate, Antenna).

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