

TOOLS OF PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following
in about a paragraph.

1. What does 'Media Relation' mean?
2. Write a note on 'Clip Sheet'.
3. What is a Media Kit?
4. Explain the 'Newsletter'.
5. Write about Television Films.
6. 'Open Houses' – Explain.
7. Write one objective of PR advertising.
8. Write the importance of Editorial in a House Journal.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Radio is selected for publicity. Why?
10. What are the features of news release?
11. Mention the advantages of Panel discussions.
12. Give an account of the informal conversation in PR.
13. Explain an ad in PR with example.
14. Write about the importance of international periodicals in PR.
15. Give an account of types of AV media.
16. Describe the 'special week' in PR.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages.

17. (a) Write about the means of communications that a PRO can use in his profession.

Or

- (b) Write an essay on the various forms of Oral communications in PR.

18. (a) Write an essay on 'PR Advertising' with suitable examples.

Or

- (b) Explain about a successful PR campaign in India.
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