

No. of Printed Pages : 3

MNM-024

**POST GRADUATE DIPLOMA IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS/POST GRADUATE
CERTIFICATE IN ADVERTISING AND
INTEGRATED COMMUNICATIONS
(PGDAIC/PGCAIC)**

Term-End Examination

December, 2024

MNM-024 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

1. Evaluate the role and responsibilities of a PR practitioner. Discuss the skills necessary for success in the field. 10+10=20
2. Explain the laws related to the profession of public relations, including Indian constitutional laws and intellectual property rights. 20

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3. Discuss various kinds of press releases and factors for writing effective press releases, with appropriate examples. 20
4. Discuss the importance of media research in the research analysis process. Provide examples of how different techniques of media a research have been used successfully in public relations campaign. 15+5=20
5. What is the difference between corporate identity and corporate image ? Provide examples to illustrate your answer. 10+10=20
6. Explain the CSR process and its *three* stages. How can organizations ensure that they effectively implement CSR programmes in each of these stages ? 15+5=20
7. Compare and contrast 'lobbying' and 'advocacy' as the different types of state PR machineries. How do these groups work to influence government policy ? 10+10=20
8. How do celebrities use social media to manage their public image and what are the ethical implications of this trend ? Use relevant examples to strengthen your answer. 20

9. “Social media is being extensively used as a PR tool by the political parties during elections across the world.” Critically evaluate its social media strategies, with regard political parties.

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10. Write short notes on any *two* of the following :

10+10=20

- (a) Cookies
- (b) Spin
- (c) Strategic Communication
- (d) Live Commerce

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