

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

June, 2025

MNM-024 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. Define Public Relations, highlighting its strengths and limitations. What are some of the misconceptions about PR among the general audience ? 15+5

C-2321/MNM-024

P. T. O.

2. Analyze the systems theory and image restoration theory of Public Relations. Provide examples to illustrate your understanding of each theory. 10+10
3. Discuss the importance of internal communication in an organization and describe any three tools or techniques that can be used to effectively communicate with internal publics. 5+15
4. Define perception management. Provide an example of a company or organization that successfully managed its perception. 5+15
5. Discuss the need and strategies of effective corporate communication and explain why it is crucial for an organization's success, with appropriate examples. 20
6. Using a relevant case study, analyze the importance of communication in managing crisis. In your analysis, discuss the messaging strategies used and their effectiveness in managing the crisis. 20

7. List and discuss the importance of sources of financial and trade information in corporate communication. 10+10
8. What are the key functions of education PR ? What qualities are important for a successful PR practitioner in the education sector ? 10+10
9. “Social media has become an important tool for public relations practitioners.” Discuss the benefits and challenges of using social media as a PR tool with appropriate examples. 20
10. Write short notes on any *two* of the following : 10+10
 - (a) Defamation
 - (b) Purposive Sampling
 - (c) Corporate Governance
 - (d) Celebrity Influencers

× × × × ×