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MNM-024

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

Term-End Examination

June, 2026

MNM-024 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Elaborate on the Four Dominant Perspectives in the evolution of PR. Support your explanation with real-world examples

that showcase how these perspectives have been applied in different contexts. 10+10

2. Define and discuss the concept of Relationship Management in Public Relations, emphasizing the importance of maintaining positive relationships with various publics. 20
3. Provide examples of effective internal communication strategies, illustrating how they contribute to organizational cohesion and employee engagement. 5+15
4. Define perception management and discuss the strategies involved in managing perceptions. Provide examples from Indian companies that have effectively employed perception management. 15+5
5. Enumerate the different informal research techniques in Public Relations, emphasizing their roles and applications in different contexts. 20
6. Discuss the role of strategy in corporate communication, emphasizing the essentials of strategic communication and different

levels of strategies. Provide examples of successful corporate communication strategies, highlighting how they align with overall business goals and contribute to organizational success. 10+10

7. Discuss the elements of a message action plan in crisis communication, providing examples of organizations that have successfully implemented such plans during crises. 20
8. Analyze trade communication, emphasizing its functional areas and the unique communication needs of trade audiences. 20
9. Provide examples of political PR campaigns from different regions, illustrating how political PR has been used to shape public opinion.
10. Write short notes on any *two* of the following : 10+10
 - (a) Intellectual Property Rights
 - (b) Press Tours
 - (c) Elements of Corporate Identity
 - (d) Sports Influencers

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