QP Code: D153384	Total Pages: 1	Name: 794529
		Register No.

FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026

JOURNALISM AND MASS COMMUNICATION

JOU5CJ 303 - Public Relations : Principles and Practices

2024 Admission

Maximum Time :2 Hours | **Maximum Marks :70**

Section A

All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)

1	Corporate Identity
2	Symmetrical Model
3	In-house PR
4	Crisis Public Relations
5	Marketing Integration
6	Annual Report
7	Blogging
8	IPRA
9	PRO
10	Newsletter

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)

11	Explain the contributions of Ivy Lee, Edward Bernays and Paul Garrett to the development of Public Relations.
12	List out the Code of Ethics for PR personnel.
13	Explain the importance of Annual Reports and House Journals as PR tools.
14	Explain the concepts of Press Agentry, Propaganda, Lobbying.
15	Trace out the significate of Events, Sponsorship and Trade Shows as tool of Community relation.
16	Explain the concept of CSR and discus its role in sustainable business development.
17	Trace out the concept of PR versus Spin with suitable examples.
18	Discuss the importance of personalization and targeted communication in modern PR.

Section C

Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)

19	Explain how social media platforms such as Facebook, LinkedIn, Instagram and Twitter are used in Public Relations.
20	Define the concept crisis communication and prepare a crisis communication campaign for a food industry of your choice.