MODEL QUESTION PAPER
P.G. DIPLOMA IN PUBLIC RELATIONS

PAPER I – COMMUNICATION AND PUBLIC RELATIONS

Answer any THREE questions
All questions carry equal marks

1. a) Define communication and discuss its role, functions and barriers.

(OR)

b) Distinguish between inter personal and group communication with examples.

2. a) Explain any two of the communication models in detail.

(OR)

b) Discuss the impact of communication technology on traditional media.

3. a) Explain the functions and scope of Public Relations in the Indian context.

(OR)

b) Distinguish between propaganda, publicity and advertising.

4. a) Give a detailed note on the stages in Public Relation process.

(OR)

b) "Feedback is totally neglected in Public Relations activity". Do you agree with this comment?

5. a) Explain code of ethics for Public Relations professionals.

(OR)

b) Write short notes on any four of the following:

i) Multi-Step Flow
ii) Lobbying
iii) Image building
iv) Public opinion
v) PRSI
vi) Video conference

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MODEL QUESTION PAPER
P.G. DIPLOMA IN PUBLIC RELATIONS
PAPER II – COMPUTER APPLICATIONS FOR MASS MEDIA

Answer any THREE questions
All questions carry equal marks

1. a) What are the advantages of MS Windows especially in relation to the media?

(OR)

b) What is the relevance of digital technology to the media?

2. a) Is the Internet of any use to media professionals? How?

(OR)

b) The Internet has made journalism easy. Comment.

3. a) Discuss the various uses of multimedia.

(OR)

b) Discuss the advantages of CD Rom as learning tool.

4. a) Explain the uses of computer-generated images in a newspaper.

(OR)

b) Discuss the advantages of the integration of computers with TV production.

5. a) What are the salient features of Corel show?

(OR)

b) Write short notes on any four of the following:

i) MS Office
ii) Computer Software
iii) Copyright issues
iv) Bitmap Graphics
v) Animation
vi) Web Journalism

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MODEL QUESTION PAPER
P.G. DIPLOMA IN PUBLIC RELATIONS

PAPER III – WRITING FOR MEDIA, EDITING & PRODUCTION OF CORPORATE PUBLICATIONS

Answer any THREE questions
All questions carry equal marks

1. a) Explain the significance of Journalistic writing.
   (OR)
   b) How does Journalistic writing help in producing an effective PR house Journal?

2. a) Analyse the principles of editing.
   (OR)
   b) Enumerate the proof-reading symbols and analyse how they are helpful in editing a copy.

3. a) How do news values help in identifying issues in society?
   (OR)
   b) Explain different forms of writing for corporate publications.

4. a) How do photographs, cartoons and other graphics help in layout?
   (OR)
   b) Elucidate the process of circulation of corporate publications in the society.

5. a) Explain the process of printing.
   (OR)
   b) Write brief notes on any four of the following:
      i) Screen printing
      ii) Offset printing
      iii) Dummy
      iv) Layout principles
      v) Mailing Lists
      vi) Audio visual media

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MODEL QUESTION PAPER
P.G. DIPLOMA IN PUBLIC RELATIONS

PAPER IV – PUBLIC RELATIONS PRACTICE AND EVALUATION

Answer any THREE questions
All questions carry equal marks

1. a) Is public relations a management function? Substantiate your views.

(OR)

b) Identify the attributes of an efficient PR manager.

2. a) Communication is the essence of employee relations - substantiate.

(OR)

b) Elaborate the finer points of community relations.

3. a) Detail the functions of the PR department of your state government.

(OR)

b) Assign a new role to the Field Publicity units in a changing environment, especially in rural Andhra Pradesh.

4. a) Discuss the importance of Public relations in family welfare campaigns.

(OR)

b) Examine the impact of technology in private sector PR in India.

5. a) Critically evaluate the status of PR research in India.

(OR)

b) Write short notes on any four of the following:

(i) List the merits and demerits of the case study method as applied in PR.
(ii) Financial PR
(iii) Customer Relations
(iv) Questionnaire
(v) DAVP
(vi) Pre testing and post testing.

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MODEL QUESTION PAPER
P.G. DIPLOMA IN PUBLIC RELATIONS
PAPER V – ORGANIZATIONAL COMMUNICATION

Answer any THREE questions
All questions carry equal marks

1. a) Explain types and Theories of organisation.

   (OR)

   b) Discuss the basic concept and structure of Modern organisation.

2. a) How do communication helps in the success of an organisation?

   (OR)

   b) Explain various formal communication channels.

3. a) How do you understand social audit? Explain citing case studies.

   (OR)

   b) Analyse communication audit.

4. a) Discuss theories of human relations.

   (OR)

   b) Explain various models of decision making.

5. a) How do you foresee the future of organisational communication?

   b) Answer the following:
      i) Diagonal Channels
      ii) Group dynamics
      iii) Modern approaches
      iv) Community Relations

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1. a) Trace the growth of newspapers in India.
   (OR)
   b) Narrate the advantages of television over newspaper and radio.

2. a) "Every public relations officer is primarily a Journalist". Discuss.
   (OR)
   b) How do you prepare a press kit to organise a press conference on your University convocation?

3. a) Discuss how effectively house journals can be used in PR campaigns.
   (OR)
   b) Details the importance of open house in PR.

4. a) Distinguish advertising and PR with suitable examples.
   (OR)
   b) Prepare a blueprint for a media campaign on eradication of AIDS in Chittoor district.

5. a) Market research is a key factor in successful PR promotion. Analyse.
   (OR)
   b) Answer any four of the following:
      i) The Hindu
      ii) Press Kit
      iii) Direct mail
      iv) Traditional media
      v) Docudrama
      vi) Pre-test

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