

ASSIGNMENT TOPICS
P.G. DIPLOMA IN PUBLIC RELATIONS

PDPRD1.01 – COMMUNICATION AND PUBLIC RELATIONS

*Answer any **THREE** questions*
All questions carry equal marks

3 x 10 = 30

1. Discuss about the nature and scope of communication.
2. What are the differences between intrapersonal and interpersonal communication?
3. Explain various features of Shannon and Weaver model of communication?
4. Discuss about the importance of audio-visual media.
5. Explain the scope and dimensions of public relations.
6. What is publicity, propaganda and advertising?
7. Explain the importance of internal public?
8. Discuss about the first two stages in public relations.
9. Explain the structure of PRSI.
10. Discuss about the present status of public relations.

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PDPRD1.02 – COMPUTER APPLICATIONS FOR MASS MEDIA

*Answer any **THREE** questions*
All questions carry equal marks

3 x 10 = 30

1. List out the types of computers and explain their features.
2. Explain various features of MS Windows.
3. Discuss the advantages and disadvantages of web vs print.
4. What are the latest trends in advertising on internet?
5. Explain the features of CD ROM and multimedia?
6. Discuss the impact of multimedia education.
7. Explain the use of images and bitmaps.
8. What are the principles of animation?
9. Discuss about the CORAL DRAW environment.
10. Write short notes on any **FOUR** of the following:
 - (a) Hardware
 - (b) Copyright issues
 - (c) Multimedia Definitions
 - (d) Bitmaps
 - (e) Clip Art and symbols

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**PDPRD1.03 – WRITING FOR MEDIA EDITING AND PRODUCTION OF
CORPORATE PUBLICATIONS**

*Answer any **THREE** questions*
All questions carry equal marks

3 x 10 = 30

1. Explain various writing techniques and tools used in PR writing.
2. The journalistic writing differs from PR writing in intent and content. Explain.
3. Successful PR depends on effective writing skills. Discuss.
4. Condensing and rewriting are essential for effective copy writing. Explain.
5. What is a video news magazine? Explain its significance in the context of growing digital PR.
6. Explain various methods to deliver a corporate publication to its related public.
7. Corporate publications are a part of organization image enhancing exercises. Discuss.
8. What is a news letter? Explain its importance in corporate publications.
9. Trace the development of various printing techniques and their significance.
10. Explain in detail various kinds of paper used for printing in corporate publications.

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PDPRD1.04 – PUBLIC RELATIONS PRACTICE AND EVALUATION

Answer any THREE questions
All questions carry equal marks

3 x 10 = 30

1. What are the functions of an In-house PR department?
2. Any organization with public interface must have a PR department. Justify?
3. Explain the various strategies to maintain effective employee relations by a PR department.
4. Explain the functions of I and PR department Government Public Relations.
5. Information management is vital for effective governance. Discuss.
6. The global economic scenario affects the PR in industrial sector. Explain.
7. Discuss the importance and necessity of PR research.
8. What is a PR campaign? Explain with an example.
9. Discuss various methods of evaluation of a PR campaign.
10. What are the advantages of a questionnaire method in PR research?

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PDPRD1.05 – ORGANIZATIONAL COMMUNICATION

Answer any THREE questions
All questions carry equal marks

3 x 10 = 30

1. List out the functions of organizations.
2. Discuss about the growing size and complexity of modern organizations.
3. Explain the importance of organizational communication in private sector.
4. What are the formal communication channels?
5. Discuss the process of environment analysis.
6. Explain the process of communication audit.
7. Write about the concept and growth of quality circles.
8. What the models of decision making?
9. How to handle organizational crisis in a public sector organization? Design a strategy.
10. Discuss how community relations help in improving quality of life.

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PDPRD1.06 – PUBLIC RELATIONS MEDIA AND ADVERTISING

Answer any THREE questions
All questions carry equal marks

3 x 10 = 30

1. Discuss the recent developments of media industry in India.
2. Narrate the advantages of audio visual media over print media.
3. Give a detail note on various press tools or techniques of public relations.
4. Describe the role of electronic media in public relations.
5. House journal is an effective tool for public relations. Comment.
6. Narrate the importance of audio visual media in public relations campaign.
7. Write about the functions of advertising agency and its types.
8. Give a note on media planning and scheduling.
9. Explain the importance of marketing mix in public relations.
10. What are the various methods of pre test and post tests used in measuring advertising effectiveness?
