

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: JANUARY - 2022
SECOND SEMESTER

Sub: PR Concepts & Functions (MADPR 18-205)

Date : 29/01/2022

Total Marks : 40

Time:10.00am to 12.00noon

Instruction:

All questions are compulsory.

Q.1. Answer the following. (Any One) (15)

A. Explain the concept of Public opinion. Describe the brief history of Public relation.

OR

B. Define Public Relations. Describe the relevance of Public relations in contemporary world.

Q. 2. Write short notes. (Any Three) (15)

1. Public relation strategy.

2. Internal Public

3. Propaganda

4. Publicity campaign

5. House journal

Q. 3. Open Ended Question (10)

“PR Campaign process is a complex one.” Elaborate the given statement by explaining the detailed process of PR campaigning.