

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

Sub: Role of PR & PR Tools (MADPR 18-305)

Date : 21/01/2022

Total Marks : 40

Time: 10.00am to 12.00noon

Instruction:

All questions are compulsory.

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

A. Define public relation. Explain the different types Public relation tools in details.

OR

B. What is digital Pr? Define the benefit and challenges of this.

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

1. Press Rejoinder

2. Press Communiqué

3. Crisis communication

4. PR in Brand Building

5. Press conference

Q. 3. Open Ended Question (10)

“Pr plays a very important role during Crisis.” Describe any one successful case studies of Pr in details.