

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

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

Date : 19/12/2022

Total Marks : 40

Time: 10.00am to 12.00noon

Instruction:

All questions are compulsory.

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

(15)

What is Media Selection for PR? Enumerate the various factors you must consider when selecting media for PR. What is a press release and how to write a good press release?

OR

Define Digital PR. Write a detailed note on building relationships in the age of social media.

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

(15)

1. Political PR
2. Online PR strategies
3. Press conference
4. PR v/s Spin
5. Communique

Q.3. Open Ended Question

(10)

Create a Press Conference plan for a biscuit brand who got banned due to usage of prohibited harmful preservatives. What will the document created for circulation called: Press release, Rejoinder or Communique – pick one and justify your answer.
