

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: JANUARY – 2024
FIRST SEMESTER
Sub: Public Relations: Principles and Practices
(MAMC 22-102/ MADPR 22-102)

Date: 17/01/2024

Total Marks : 40

Time: 10.00 am to 12.00 am

Instruction:

All questions are compulsory.

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

A) Explain Roles and responsibility of a PR manager with example.

OR

B) Explain 4 steps/phases of PR with suitable example.

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

- 1) Press conference
- 2) House journal
- 3) Crisis management
- 4) Types of Crisis

Q. 3. Open Ended Question (10)

Write a Press release on the launch of a new product of your brand. (Take brand as per your choice)
