

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER

Sub: Government and Public Service Communication (MADPR 22-301)

Date: 12/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

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

A) Explain emergency provision in the constitution and also explain the 75 emergency.

OR

B) What is political ideology (Left Right). How it emerged. Explain with the example of present scenario.

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

- 1) Hierarchical structure of Indian government
- 2) Freedom of speech and expression
- 3) Functions of Lok Sabha
- 4) Propaganda

Q. 3. Open Ended Question (10)

If you are a PR manager of any political party which is going to contest in 2024 elections what will be your one core strategy for the party. Also Comment in detail on the social media PR strategies of BJP they been using since 2014.
