

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION,**  
**PHOTOGRAPHY**  
**EXAMINATION: MAY - 2024**  
**FIRST SEMESTER**  
**Sub: Public Relations: Principles and Practices**  
**(MAPH 22-102)**

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**Date: 14/05/2024**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

A) Explain all 4 steps of Public relations with suitable example.

**OR**

B) Explain roles and responsibility of a PR manager with example.

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

- 1) Crisis Management
- 2) Process of PR
- 3) House journal
- 4) Types of Crisis

**Q. 3. Open Ended Question (10)**

Write a Press release on the opening of a sister branch of your brand. (Take brand as per your choice)

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