Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2020-21

EXM/P/09/00

Year and Program: S.Y.B.A.JMC	**School of Liberal Arts**	**Department: Journalism & Mass Communication**
Course Code: MCAR120	**Course Title:Public Relation**	**Semester: IV**
Day and Date: Thursday, 13th May 2021	**End Semester Examination**	**Time:2 Hrs. Max Marks:50**

Instructions: 1) All Questions are compulsory.

		Marks	Bloom's Level	CO
Q.1	**Answer the following (Any Two)**			
a)	What is Public Relation? Describe the process of public relation with suitable example.	8	L1	CO1
b)	What is 'public' in PR? Identify the 'public' of Sanjay Ghodawat University. Do you think the reputed institutions like Sanjay Ghodawat University also do need deliberate PR?	8	L1	CO1
c)	Explain the strategic key components for doing effective PR through digital media.	8	L2	CO2
Q.2	**Answer the following (Any Two)**			
a)	Media relations in PR will help the organization to achieve its objective effectively and smoothly. Explain.	8	L2	CO2
b)	Compare between governmental PR and PR in private sector.	8	L2	CO3
c)	As a Public Relation Officer how do you use PR techniques to solve an problem? Describe the stages addressing the crisis.	8	L3	CO4
Q.3	**Answer the following (Any Two)**			
a)	Write a press release on declaration of 15 days lock down due to second phase of COVID 19 pandemic in Kolhapur district region.	9	L3	CO4
b)	As a PRO of a multinational company, you have been asked by the management to organize an exhibition. How will you effectively use various media to execute it?	9	L4	CO5
c)	'The propaganda is a mode of communication used to manipulate or influence the public opinion to support a particular cause or belief'.Explain with appropriate examples.	9	L5	CO6