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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**MA JOURNALISM & MASS COMMUNICATION - II SEMESTER**

**END SEMESTER EXAMINATION: JULY 2022**

**MC 8321: Public Relations Theory**

Time - 2 ½ hrs Max Marks - 70

**This paper contains one printed page and three parts.**

**I. Write short notes on any four in 100 words each (4 x 5 = 20)**

1. Publics
2. Public Relations
3. Media Management
4. Excellence Theory
5. Corporate Social Responsibility
6. Crisis Communication
7. Media Relations

**II. Answer any three questions in 200 words** **each (3 x 10 = 30)**

1. Propaganda, persuasion and public relations. Discuss the three terms and explain how public relations is different?
2. “Swiggy” would like to increase their public relations activities. Discuss any two models to help them with the process of public relations planning.
3. Suggest a communications planning template and explain how it can be used by the Karnataka Government to inform it’s citizens about the current status of COVID-19.
4. “Love Food”, a supermarket change has asked you to create a public relations campaign. What model will you use to analyse the organisation? Explain the model by describing its advantages and disadvantages.
5. What are the different worldviews on public relations?

**III. Answer any one question as instructed (1 x 20 = 20)**

1. Create a public relations campaign for “Energiser” a fitness apparel company that makes clothes for fitness enthusiasts. The plan must include “the twelve steps of planning”. (Campaign must include models relevant to the phases of a public relations plan)
2. Discuss the history of public relations in India and highlight how this history influences current public relations practice

**XXX**

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