2026

MASS COMMUNICATION AND JOURNALISM

(Major)

Paper : MCJ4400104MJ

(Introduction to Public Relations)

Full Marks : 60

Time : 2½ hours

The figures in the margin indicate full marks for the questions.

1. Answer the following as directed : 1×8=8

(a) Who is known as the father of modern public relations?

(b) Define public relations in one word.

(c) Name any one tool used in public relations.

(d) Public relations is mainly concerned with _____.

(Fill in the blank)

(e) Write any one function of public relations.

(f) What is a press kit?

(g) What is the full form of CSR?

(h) What is a press release?

2. Answer any *six* of the following questions in short : 2×6=12

(a) Write any two characteristics of public relations.

(b) What is a press conference?

(c) What is a house journal?

(d) What is the role of a Public Relation Officer (PRO)?

(e) What is internal public in public relations? Give one example.

(f) What is the difference between promotion and publicity?

(g) Name two components of advertising.

(h) What do you mean by PR campaign?

(i) What do you mean by corporate communication?

(j) Write two advantages of maintaining a good media relationship in PR.

(Continued)

3. Answer any *four* of the following questions : 5×4=20

(a) Discuss about the role of a Public Relation Officer in an organization.

(b) Write briefly about the tools and techniques of PR.

(c) Discuss the importance of two-way communication in public relations.

(d) Write briefly about the internal and external public.

(e) Write a short note on the importance of maintaining good media relationship in public relations.

(f) Write a short note on spin doctoring.

(g) Discuss briefly on the role of public relations in image building.

(h) Write a short note on what you understand by press release and press meet.

4. Answer any *two* of the following questions : 10×2=20

(a) Define public relations and explain its nature and scope.

(b) Explain the objectives and functions of public relations in detail.

(Turn Over)

(c) Explain the role of public relations in building corporate image and reputation.

(d) Explain the importance of communication in public relations.

(e) If you are the PRO of an organization, what are tools and techniques will you use to promote and maintain the good image of your organization among the public?

★★★