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JM / II / 8 / X / H

**2010**

*Time : 3 hours*

*Full Marks : 80*

*Candidates are required to give their answers in their own words as far as practicable.*

*The figures in the margin indicate full marks.*

*Answer from **both** the Groups as directed.*

**Group – A**

**(Objective Type Questions)**

Answer **all** questions :  $2 \times 10 = 20$

1. Public Relation is a :
  - (a) Science
  - (b) Art
  - (c) Social Process
  - (d) All of these
  
2. Bargaining is a function of :
  - (a) Public Relation

SH – 10/1

(Turn over)

- (b) Marketing
  - (c) Sales
  - (d) None of these
3. Which one of the following is not an essential of Public Relation ?
- (a) Human Relation
  - (b) Empathy
  - (c) Dialogue
  - (d) None of these
4. Public Relation within the company is :
- (a) Line Function
  - (b) Staff Function
  - (c) Both of the above
  - (d) None of these
5. In the management of Public Relation, we do first :
- (a) Planning
  - (b) Organizing
  - (c) Staffing
  - (d) Controlling

6. "House of Journal" is also called :
- (a) House Magazine
  - (b) House Organ
  - (c) Journal
  - (d) All of these
7. The first basis of classification of House of Journal is :
- (a) Relationship
  - (b) Size
  - (c) Frequency
  - (d) None of these
8. The term Budget is derived from the word :
- (a) Baguette
  - (b) Budgeting
  - (c) Badgitted
  - (d) None of these
9. In the process of Budgeting, the third step is :
- (a) Presentation
  - (b) Preparation
  - (c) Control
  - (d) Execution
10. Budget is a :
- (a) Plan
  - (b) Forecasting
  - (c) Prediction
  - (d) None of these

**Group – B**

**(Long-answer Type Questions)**

Answer any **four** questions :                      15×4 = 60

1. Discuss the nature and scope of public relation in media.
2. Differentiate between propaganda and public opinion.
3. Discuss the principles of public relation.
4. Discuss the impact of Liberalization, Privatization and Globalization (LPG age) on the public relation.
5. What do you mean by seminar as a tool of public relation ?
6. Discuss the Ethic in public relation.
7. Discuss the budgetary procedure in the public relation.
8. What do you mean by House of Journal ?



**2011**

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*Answer from **both** the Groups as directed.*

**Group – A**

Answer any **four** questions :  $15 \times 4 = 60$

1. What do you understand by public relations ?  
Define.
2. Public relations has shorter history but brighter future. Discuss.
3. What are the important tools of public relation ?  
Describe.
4. Media plays very important role in public relations ?  
Discuss.

5. What is the impact of globalisation on public relations ?
6. What is the difference in Pr, Propaganda and Publicity ? Discuss.
7. What do you understand by spin technique ? Who are spin doctors ?
8. Write brief history of propaganda.
9. Public relations is a systematic campaign of promotion. Discuss.
10. Write short notes on any **three** of the following :
  - (a) Transfer
  - (b) Unstated assumption
  - (c) PIB
  - (d) PRD
  - (e) Virtue words

**Group - B**

Answer **all** question :

2×10 = 20.

1. Who said "Public relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between organisation and its public".
  - (a) Robinson

- (b) Marshal
  - (c) Institute of Pr U. S. A.
  - (d) Institute of Pr V. K.
2. Public relation within the company is :
- (a) Line function
  - (b) Staff function
  - (c) Both (a) and (b)
  - (d) None of these
3. House journal is :
- (a) House magazine
  - (b) House organ
  - (c) Journal
  - (d) All of these
4. In Public Relation Press release is :
- (a) Traditional tool
  - (b) Modern tool
  - (c) No concerned
  - (d) All of these
5. What is black propaganda :
- (a) Black in colour

- (b) On black paper
- (c) Campaign which seems one side but originates on other
- (d) None of these

6. Budget is :

- (a) Plan
- (b) Prediction
- (c) Forecast
- (d) None of these

7. Public relations is :

- (a) Science
- (b) Art
- (c) Social process
- (d) All of these

8. What is the purpose of publicity ?

- (a) Sales promotion
- (b) Sales negation
- (c) Propaganda
- (d) None of these



9. "Lord Kitchener wants you" is a :

- (a) Novel
- (b) Drama
- (c) Poster propaganda
- (d) All of these

10. Front Group is concerned with :

- (a) Politics
- (b) Adminjstration
- (c) Public relations
- (d) None of these

