

Ex/MASS/PG/3.3/2024(S)

M.A. in Journalism & Mass Communication
Special Supplementary Examination 2024
Public Relations & Corporate Communication: Theory & Practice

Paper 3.3

Time: 2 Hours

Full Marks: 40

Answer any two questions

1. What are the important qualities of a PRO? Detail with examples. 20
2. What do you mean by publics in PR? Discuss the publics of Jadavpur University.
8+12=20
3. What is media relations? How technology can be helpful in media relations? Elaborate with examples. 10+10=20
4. What is the importance of press release in PR? Imagine you are the PRO of a production house and new movie by them is going to be released in Kolkata. Prepare a press release. (within 600 words) 5+15=20