

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
End - Semester Examination, 2081

Subject: JMC 534 – Public Relations

Level/program: Master (M.A) Semester: III

Time: 3 Hours

FM:60

PM: 30

Candidates are required to answer the questions in their own words as far as practicable.

Attempt ALL of the following Very Short Answer Questions.

10x1=10

1. What is agenda setting?
2. Write a short note on crisis management.
3. What is public relation (PR)?
4. What are two legal principles of PR?
5. What is a media kit?
6. Why is ethics important in PR?
7. What are PR tools?
8. Write a short note on publicity?
9. What is public opinion?
10. What do you understand by persuasion in PR?

Attempt any THREE of the Following Short Questions.

3x8=24

11. How does Social Exchange Theory differ from Social Learning Theory?
12. Explain Herman & Chomsky's Propaganda Model with contemporary PR practices.
13. Describe the social responsibility of PR practitioners.
14. Can new media be used as PR tools? Provide examples.

Attempt any TWO of the Following Long Questions.

2x13 =26

15. Trace the growth of Public Relation in Western as well as Asian context.
16. What is crisis management and how can a PR professional help control the damage and protect the organization's reputation?
17. What are the key functions of PR? Provide examples and explain why CSR is important for PR campaigns?
