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MNM-024

**POST GRADUATE DIPLOMA IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS/POST
GRADUATE CERTIFICATE IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS
(PGDAIC/PGCAIC)**

Term-End Examination

December, 2025

MNM-024 : PUBLIC RELATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Elaborate upon the Public Relations process, emphasizing its key stages and elements. Illustrate each stage with an example. 10+10

2. Examine the relevance of ethics in Public Relations, focusing on its significance in the context of business and multinational corporations. Provide examples of ethical challenges faced by PR professionals in these domains. 10+10
3. Discuss how special like open days, exhibitions and corporate advertising, contribute to building relationships with both internal and external publics. 20
4. Enumerate the various formal research techniques in Public Relations, emphasizing their roles and applications in different contexts. 15+5
5. Explore the concept of corporate image, emphasizing its significance and the factors influencing its formation. 20
6. Define crisis communication and discuss the phases of crisis management. Provide examples of crises in different contexts. 15+5

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7. Provide examples of companies that have demonstrated a commitment to CSR, illustrating the impact of CSR initiatives on society and the corporate image. 10+10
8. Explore the need for publicists in sports, outlining their roles, responsibilities and the required skill set. 5+15
9. Define the concept of a celebrity, discussing the various types and emphasizing the importance of celebrity management. 20
10. Write short notes on any *two* of the following : 10+10
 - (a) Public Relations Society of India
 - (b) Personal Influence Model
 - (c) Image Repair Theory
 - (d) Sources of Financial Information

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