

The reporter's name, usually at the beginning of a story is termed as

Header
Byline
Start line
Index

----- Technique in propaganda links a person, or idea, to a negative symbol.

Name-calling
Glittering generalities
Transfer
None of the given option

The first P of 4 P's to PR role in marketing stands for -----

Product
Place
Price
Promotion

Huge audiences, good product identification, popular medium are Advantages of which communication channel?

TV
Radio
Newspaper
Internet

Newsprint may be defined as

A super calendared and polished paper suitable for magazines, letterheads, prestigious stationery
A polished paper with china clay content
A high class paper with a coating of china clay
A cheap, absorbent paper suitable for newspapers

Final Term Examination – Spring 2006

----- is the process of communicating information to lots of people at once e.g. television, radio or newspapers.

Intrapersonal
Interpersonal
Mass Communication
Mediated communication

PR is a form of Communication which applies to organizations in public sector only.

True

.False

The laws of public opinion were introduced by -----.

A picture that represents a word is known as -----.

Pictogram

Jargon

Slang

Argot

What are the key points that must be considered in developing a university's monthly newsletter?

Briefly discuss the relationship between Public Relations and Public opinion.

Explain the importance of code of ethics in Public Relations

List down various types of campaigns in Public Relations

What is International Public Relations

What is difference between formal and informal research

Write a short note on feedback

If you have the choice to choose an organization for serving as Public Relations officer, which organization you will choose and why? Explain the techniques and methods you will use for successful Public Relations.

Write a critical note on the impact of information technology (IT) on Public Relations practice.