



AAF-001-003208 **Seat No. _____**

B. J. M. C. (Sem. II) (CBCS) Examination

March / April - 2016

Applied Public Relation : Paper - VIII - A

(Elective Group - A)

Faculty Code : 001

Subject Code : 003208

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70]

1	नीयेनामांथी कोઈ एकनो जवाब आપो.	14
	(1) व्यवसायिकता अने जनसंपर्क वर्चयेनो संबंध यर्थो. (2) जनसंपर्क थकमां संशोधननां तबक्कानी छिणावट करो.	
2	नीयेनामांथी कोઈ एकनो जवाब आपो.	14
	(1) आपत्ति व्यवस्थापनमां जनसंपर्कनी भूमिका स्पष्ट करो. (2) सरकारी क्षेत्रमां जनसंपर्कनी अनिवार्यता वर्णवो.	
3	नीयेनामांथी कोઈ एकनो जवाब आपो.	14
	(1) जनसंपर्क जुबेशमां भूत्यांकननी पद्धतियो अंगे मुद्दासर यर्था करो. (2) 'जनसंपर्क अने अभिवारी संपर्कने एकभीज्ञानां पर्याय मानी लेवानी भूल घण्टा लोको करे छे.' – विधाननां संदर्भमां जनसंपर्कनां साधन तरीके अभिवारी संपर्क समजावो.	
4	टूकनोंद लभो. (गमे ते बे)	14
	(1) जनसंपर्कनी आचारसंहिता (2) जनसंपर्कना साधन तरीके दश्य-श्राव्य माध्यमो (3) सहकारी क्षेत्रमां जनसंपर्कनी ज़ुरियात	
5	टूकमां जवाब आपो. (गमे ते बे)	14
	(1) जनसंपर्क एजन्सीनां कार्यो वर्णवो. (2) जनसंपर्क जुबेशमां आयोजननां तबक्कानुं महत्व स्पष्ट करो. (3) हाउस जर्नल पर नोंद लभो.	

ENGLISH VERSION

1 Answer any one of the following. 14

- (1) Discuss relation between professionalism and Public Relation.
- (2) Explain research phase of Public Relation circle.

2 Answer any one of the following. 14

- (1) Clarify role of Public Relation in crisis management.
- (2) Narrate inevitability of Public Relation in government sector.

3 Answer any one of the following. 14

- (1) Make a point-wise deliberation on evaluation methods in Public Relation campaign.
- (2) 'Many people make mistake in considering Public Relation and press contact an alternative to each other.' In reference to sentence explain press contact as a tool of Public Relation.

4 Write Short-note. (Any Two) 14

- (1) Code of conduct for Public Relation
- (2) Audio-visual media as a tool of Public Relation
- (3) Necessity of Public Relation in co-operative sector

5 Answer in brief. (Any Two) 14

- (1) Narrate the functions of Public Relation agencies.
- (2) Clarify the importance of planning phase in Public Relation campaign.
- (3) Make a note on House Journal.