

**ASSIGNMENT QUESTION PAPER FOR
P.G. DIPLOMA IN PUBLIC RELATIONS
PDPRD1.01 – COMMUNICATION AND PUBLIC RELATIONS**

*Answer any THREE questions
All questions carry equal marks*

1. Discuss the functions and barriers of communication.
2. Explain communication process in detail.
3. Explain about two-step and multi step flow of communication.
4. Discuss the uniqueness of traditional media.
5. Explain four stages of Public Relations.
6. Distinguish between publicity propaganda and advertising.
7. Explain about internal and external public in detail.
8. Discuss the role of lobbying in image building.
9. Explain code of ethics for Public Relations.
10. Discuss about recent trends in Public Relations practice.

**ASSIGNMENT QUESTION PAPER FOR
P.G. DIPLOMA IN PUBLIC RELATIONS
PDPRD1.02 – COMPUTER APPLICATIONS FOR MASS MEDIA**

*Answer any THREE questions
All questions carry equal marks*

1. Distinguish between software and hardware in computers.
2. Explain key board functions in detail.
3. Discuss about the importance of advertising on Internet.
4. Explain about legal challenges and copyright issues.
5. Discuss Multi-media skills.
6. What do you know about multi-media business applications?
7. Discuss the principles of Animation.
8. How do you integrate computers with Television.
9. Discuss about the use of colors in publishing concepts.
10. Write short notes on any FOUR of the following:
 - i. CD-ROM
 - ii. COREL, SHOW
 - iii. Bitmaps
 - iv. Text creation
 - v. Digital Technology

**ASSIGNMENT QUESTION PAPER FOR
P.G. DIPLOMA IN PUBLIC RELATIONS
PDPRD1.03 – WRITING FOR MEDIA, EDITING AND PRODUCTION OF
CORPORATE PUBLICATIONS**

*Answer any THREE questions
All questions carry equal marks*

1. Identify various forms of writing.
2. What are the tools and techniques of writing ?
3. Discuss about principles of Editing.
4. Prepare a model dummy of your choice.
5. Discuss various forms of News writing.
6. Explain the basics of Radio news writing.
7. Discuss the importance of graphics and photos in corporate publications.
8. Explain how important are layout and design in making corporate publications effective.
9. Discuss the process of printing.
10. Write a short notes on any FOUR of the following:
 - i) Desktop publishing
 - ii) Cartoons
 - iii) House Journal
 - iv) Proof Reading
 - v) Check copy

**ASSIGNMENT QUESTION PAPER FOR
P.G. DIPLOMA IN PUBLIC RELATIONS
PDPRD1.04 – PUBLIC RELATIONS PRACTICE AND EVALUATION**

*Answer any THREE questions
All questions carry equal marks*

1. In what way PR consultancies help the companies during crisis.
2. PR manager is crucial in promoting companies image. Explain.
3. Describe the management functions of a PR department?
4. For a pharmaceutical company what type of community relations suits best? Explain.
5. Write about the activities of ministry of information and broadcasting.
6. Explain the role played by PIB in promoting activities of government departments.
7. For promoting innovations in agriculture how does PR department help?
8. In the context of formation of new state how does IPR of state government function?
9. What is the necessity of research in PR campaign. Explain.
10. How does an interview help in evaluation of PR campaign?

**ASSIGNMENT QUESTION PAPER FOR
P.G. DIPLOMA IN PUBLIC RELATIONS
PDPRD1.05 – COMMUNICATION AND PUBLIC RELATIONS**

*Answer any THREE questions
All questions carry equal marks*

1. Describe various types and theories of Organization communication.
2. List out traditional Vs modern approaches in Organization communication.
3. Management communication is an effective tool for the promotion of objectives in organization. Explain.
4. Write about formal Communication Channels in an organization.
5. Discuss the importance of Influence of environment and organizations environment analysis.
6. Social audit would help organization to phrase policies of an organization. Discuss.
7. Elucidate the theories of human relations with suitable examples.
8. Explain the models of decision making.
9. Communication is an important component of crisis management. Discuss.
10. How do you see the future scenario of organizational communication.

**ASSIGNMENT QUESTION PAPER FOR
P.G. DIPLOMA IN PUBLIC RELATIONS
PDPRD1.06 – PUBLIC RELATIONS MEDIA AND ADVERTISING**

*Answer any THREE questions
All questions carry equal marks*

1. Write about the mass media concept.
2. Identify the factors that promoted development of news papers.
3. Identify the popular newspapers and magazines in Telugu journalism and explain their significance.
4. Press release is an effective tool of PR. Substantiate.
5. Documentaries and video clippings will support public relations activity effectively. How?
6. House journals bring the employees closer to the management. Explain How?
7. An agency's role is crucial in Advertising. List out some of the factors.
8. Why media planning and scheduling are important stages in and campaign. Write the reasons.
9. What is the scope of market research in Public Relations. Explain.
10. Discuss in detail pre-test and post test techniques.
