

Section B

Answer at least **five** questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Discuss the principles of news writing and its relevance to responsible journalism.
- ~~17.~~ What do you mean by news values? Is it added within the four walls of a news media?
- ~~18.~~ What is investigative reporting? Do you feel its need in modern news writing?
19. What is Brand positioning? Discuss with examples.
- ~~20.~~ Analyse the need of Public Relation inherent in modern society?
- ~~21.~~ "The function of 'lead' in news is to get readers' attention and lure them into the story" - Do you agree?
- ~~22.~~ The social context of advertising has changed in the last decade. Discuss.
23. What are the ways in which a PR professional can use the internet and other audio visual aids as effective PR tools?

(5 × 6 = 30 marks)

Section C

Answer any **two** questions.

Each question carries 10 marks.

- ~~24.~~ The major purpose of advertising is to influence the buying behavior. Does this influence bring any significant change in the market? Briefly discuss about the factors behind the influence
- ~~25.~~ "Headlines perform the functions of indexing, summarizing and advertising the news story". Explain.
26. Recently there has been a spurt in specialized reporting. Do you agree? What are the major areas of specialized reporting generally found in the newspaper?
27. What is crisis management in Public Relation? What are the tools that may be used in overcoming crisis of an institution? Discuss with examples.

(2 × 10 = 20 marks)