



Q.1. Answer the following short questions:

(5x6=30)

- i. Press Note
- ii. Propaganda Model
- iii. 7 Cs in PR
- iv. Press Release
- v. Public Opinion

Q.2. Answer the following questions.

(3x10=30)

- i. Explain the functions and scope of Public Relations in the Pakistan Context.
- ii. Discuss in detail the various stages in the process of Public Relations.
- iii. Communication is the essence of employee relation – substantiate.