

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. IN JOURNALISM & MASS COMMUNICATION**  
**EXAMINATION: DECEMBER - 2025**  
**THIRD SEMESTER**  
**Sub: Basics of Public Relations (BAJMC 23-301)**

---

**Date: 16/12/2025**

**Total Marks : 40**

**Time: 2.00 pm to 4.00 pm**

---

***Instruction:***

*All questions are compulsory.*

**Q. 1. Descriptive Answer (Any Two) (20)**

- 1) Trace the historical evolution of Public Relations from early civilizations to contemporary practices.
- 2) Write the ethics of PR, and discuss how to implement it in your career as a PR agent.
- 3) What are the stages of crisis communication? Give a detail view of all the stages.

**Q. 2. Write short notes. (Any Two) (10)**

- 1) Highlight all the steps involved in creating a Communications plan.
- 2) How many type of Press Releases are there, discuss.
- 3) What is RACE, discuss.

**Q. 3. Open Ended Question (10)**

Write a sample Pitch to Journalists and the Media. (choose topic as per your choice)

---