

ASSESSMENT # 6**Total Marks: 30**

- 1.** Give short answers to the following questions: (20)
- i. What are advantages and limitations of the printed word as Public Relations' material?
 - ii. List the steps involved in planning of corporate publication
 - iii. What are annual reports?
 - iv. What is the purpose of house journals?
 - v. What are the legal formalities to be observed for bringing out a journal?

Activity (10)

Collect a few publications like folders, brochures, house journals, manuals, and annual reports, etc. You should examine these critically. How is each one different from the other? Produce your findings in a report.