

ASSESSMENT # 5**Total Marks: 30**

- 1.** Give short answers to the following questions: (21)
 - i. State the advantages magazines have as a medium for publicity.
 - ii. State three essential criteria for the success of a news-release.
 - iii. What do you understand related to mass media? Indicate some of the major media forms used by the publicists.
 - iv. How can the radio be used as a publicity medium?
 - v. What are the important pre-requisites for making a news clip for television?
 - vi. What are the advantages and limitations of exhibitions as a public relations' tool?
 - vii. What is 'Open House'? How is it conducted?
- 2.** Indicate some of the major tools of media relations. (9)