

Production of Public Relations Material

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

Collect a few publications like folders, brochures, house journals, manuals, annual reports, etc, and examine them critically. How each is different from the other. Produce the finding in a report. (10)