

**M.A. DEGREE – PUBLIC RELATIONS**

**PUBLIC RELATIONS FOR & IN THE SERVICE SECTOR**

**SCHEME OF VALUATION**

**Code :PR/PC/SS34**

**Time : 3 hours**

**Max. marks: 100**

**Part – A**

1. Definitions of the concept ( 1 mark )
2. Illustration ( 1 mark )

**Part B**

3. Explanation of the concept ( 2 marks)
4. Discussions/ descriptions/ comments/ justification ( 3 marks )

**Part C**

5. Introduction and definition of concepts, terms ( 5 marks)
6. Discussions/ explanations/ descriptions / justification ( 10 marks )
7. Conclusions, comments, evaluation ( 5 marks)