

H.P. BOARD OF DEPARTMENTAL EXAMINATION
Departmental Examination of other Gazetted Officers of H.P.
Paper No. 3 Public Relations, Session ~~July~~ 2018

June

Time Allowed 3 hours

Maximum Marks 100

Note :

Attempt any five Questions. All questions carry equal marks. No books are allowed in the examination Hall. Answer can be written in Hindi or in English.

- Q.No. I. Many new schemes in 2018-19 HP State Budget have been announced with emphasis on education, women empowerment, job creation and tourism. Elaborate. (20 marks)
- Q.No. II. In past few years India has strengthened its foreign relations worldwide. Discuss. (20 marks)
- Q.No. III. Describe your strategy so as your Public Relations communications are not misunderstood by your target audience with examples. (20 marks)
- Q.No. IV. Distinguish between propaganda, publicity and advertising. (20 marks)
- Q.No. V. Song and Drama Unit of Public Relations Department has always played significant role in promoting Government Programme and Policies in Rural areas. Discuss how to make the role of Song and Drama Unit more effective keeping in view the fast growth of Social Media, in rural areas as well. (20 marks)
- Q. No. VI. Write short notes on the following :
i. DAVP
ii. Twitter
iii. Blog
iv. Digital Media (4x5=20 marks)
- Q.No. VII. Write short notes on the following :
i. Pradhan Mantri Jan-Dhan Yojna
ii. MUDRA Bank Yojna
iii. Deen Dayal Upadhyaya Gram Jyoti Yojna.
iv. UDAAN Project. (4x5=20 marks)
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