

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
*(Department of Mass Communication)*

**Course: Public Relations (968)**  
**Level: M.Sc.**

**Semester: Autumn, 2012**

**INSTRUCTIONS**

1. Assignments 1 and 2 cover units 1–4 and 5–9 respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of assignment questions requires you to be more analytical, therefore, supplement material from the study guides within information from other suggested readings. Some of the questions require use of examples from Pakistani perspective/setting. So do not simply rehash materials from the study guide verbatim but rely on synthesizing materials from different units of the study in your own language.

**LIST OF CONTENTS**

This package comprises the following material:

1. Study Guide
2. Assignments 1 and 2
3. Assignment Forms 2 sets
4. Schedule for submitting the assignments and tutorial meetings.

*Note:* If you find anything missing from the above mentioned material, kindly inform:

***The Mailing Officer,  
Mailing Section,  
Allama Iqbal Open University,  
Sector H-8, Islamabad***

***Best of Luck***

***(Shahid Hussain)***  
Course Coordinator

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
*(Department of Mass Communication)*

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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Total Marks: **100**

**ASSIGNMENT No. 1**  
(Units: 1–4)

*Note: All questions are compulsory.*

- Q. 1 What is Public Relations? What do you know about evolution and growth of Public Relations. (20)
- Q. 2 Explain in detail the basic concepts and tools of Public Relations. (20)
- Q. 3 Write about the duties and qualities of a Public Relations Officer. (20)
- Q. 4 Explain the origin and development of Public Relations in Pakistan. (20)
- Q. 5 Elaborate the PR setup for official and non-official organizations. (20)

**ASSIGNMENT No. 2**  
(Units: 5–9)

**Total Marks: 100**

*Note: All questions are compulsory.*

- Q. 1 Explain the Ten-Point Planning Model for a PR Campaign? (20)
- Q. 2 What do you know about Persuasion? Explain its components, principles and techniques in detail. (20)
- Q. 3 Explain the need and importance of a code of ethics in Public Relations with special reference to Pakistani. (20)
- Q. 4 Write note on Press Release, Handout and Press Note and also explain how these are different from one another in style and structure? (20)
- Q. 5 What are the various media, which a Public Relations department uses for achieving its objectives? Explain with suitable examples. (20)