

**ASSESSMENT # 8**

**Total Marks: 30**

- 1.** Give short answers to the following questions: (24)
  - i. Why is the use of media important in regards to public relations activities?
  - ii. What are the factors that distinguish mass communication from the media?
  - iii. What are the benefits of a multimedia approach?
  - iv. What are the "7 Cs of Skilled Communications"?
  - v. What are the different types of public relations media?
  - vi. State the different ways of supplying information to the media.
  
- 2.** 'It is important for Public Relations Professionals to have sound relations with the media.'  
Suggest different ways of how they can have cordial relations with the media. (6)