

## Production of Public Relations Material

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### Assessment

**Total Marks: 30**

1. What are advantages and limitations of the printed word as Public Relations material? **5**
2. List the steps involved in planning of corporate publication **6**
3. What is the purpose of house journals? **5**
4. What are the legal formalities to be observed for bringing out a journal? **6**

### 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. **(8)**