

### ASSESSMENT #2

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)