

IMBA in BI/IB/APR Sem.-8 Examination

APR

G. P. S. C.

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No.2, 3, 4 have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 Give the examples of Indian Government Initiatives for Health wellness, Financial security of citizen of India. Name the schemes and their objectives, benefits, PR tools they obtained to reach to people. (14)

Q:2 Brief the unique ways of Communication, Outreach activities adopted by UP, Delhi Government to reach to the citizen and their benifits (14)

OR

Q:2 India's digital transformation—MyGov, Digilocker, BHIM, UMANG, RTI Online—are all communication tools bridging government with citizens. Explain how. (14)

Q:3 Sudhir Chaudhary, a renowned journalist has joined DD news recently. How government is going with influencers for spreading, engaging the citizen with news. Explain this change, scopes and limitations. (14)

OR

Q:3 Write a Press note on post event for the media coverage on the inauguration of a new metro station at Vastral area connection metro from here to west Ahmedabad. (14)

Q:4 Things to consider while addressing any media crisis. (14)

OR

Q:4 How Podcast is prepared and which tools, recent trends are popular to reach the audience through it? (14)

Q:5 Core objectives of Suraksha Setu Society and how Police of Gujarat is taking measures to aware the citizen about this scheme ? (14)