



**CMJ UNIVERSITY**  
Established by Government of Meghalaya as per  
Section 2 (f) of UGC Act 1956

## **SCHEME OF EXAMINATION FOR MASTER OF ARTS (M.A.) IN PUBLIC RELATIONS**

**DURATION:** Two Years

**ELIGIBILITY:** Bachelor Degree in relevant subject

### **FIRST YEAR**

<b>Sr. No</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Internal Assessment Marks</b>	<b>Term End Examination</b>	<b>Total Marks</b>	<b>Passing Marks</b>
1	MAR-101	Introduction to Public Relations	30	70	100	40
2	MAR-102	Public Relations Today	30	70	100	40
3	MAR-103	Management of Public Relations	30	70	100	40
4	MAR-104	PR and marketing Communication	30	70	100	40
5	MAR-105	Application of Public Relations	30	70	100	40

### **SECOND YEAR**

<b>Sr. No</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Internal Assessment Marks</b>	<b>Term End Examination</b>	<b>Total Marks</b>	<b>Passing Marks</b>
1	MAR-201	Ethics and Public Relations	30	70	100	40
2	MAR-202	Information Resources Management	30	70	100	40
3	MAR-203	Organizational Behavior	30	70	100	40
4	MAR-204	Case Studies in Public Relations	30	70	100	40
5	MAR-205	Dissertation			100	40