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14MBAHR407

**Fourth Semester MBA Degree Examination, Dec.2018/Jan.2019**  
**Public Relations**

Time: 3 hrs.

Max. Marks:100

**SECTION – A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What are the goals of public relations? (03 Marks)
- 2 What are the functions of public relations? (03 Marks)
- 3 What is social learning theory? (03 Marks)
- 4 What is community relations? (03 Marks)
- 5 How to design effective communication? (03 Marks)
- 6 What is media relation tactics? (03 Marks)
- 7 What is an issue? (03 Marks)

**SECTION – B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What is PR complain using the four step process? (07 Marks)
- 2 How to build corporate image? (07 Marks)
- 3 How to enable citizens in community relation? (07 Marks)
- 4 Explain Basic communications model. (07 Marks)
- 5 What is the scope of public relation? (07 Marks)
- 6 What is media measurement? (07 Marks)
- 7 Explain situational theory. (07 Marks)

**SECTION – C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What is life cycle of a public issue? (10 Marks)
- 2 How corporate image through CSR program? (10 Marks)
- 3 What is diffusion process? (10 Marks)
- 4 Explain cognition and behaviour. (10 Marks)
- 5 How to deal with the employee relationship? (10 Marks)
- 6 Explain the role of technology in public relation program. (10 Marks)
- 7 Describe tools of public relation. (10 Marks)

**SECTION – D**  
**(Compulsory)**

8

**Dove Real Beauty Campaign**

For decades, the media has portrayed the idea of a “beautiful women” as something completely fake. Whether it is in a magazine or on a non commercial, almost every single one of these women have been photo-shopped or modified to some extent; some a lot more extreme than others. One brand in particular decided to take a stand and do something different, to stand out. That brand is Dove.

This year marks ten year, since Dove launched its revolutionary “Campaign for Real Beauty”. Dove was looking for a way to revive its brand, so they had its PR company, Edleman, conduct a study involving more than 3000 women in 10 different countries to learn about women’s priorities and interests. After the study reported that only 2 percent of women considered themselves beautiful, the executives at Dove saw a great opportunity. Because they were recently beginning to introduce beauty supplies, other than soap, into their product line, they thought may be they could start a conversation about beauty.

The aim of the Dove campaign for Real beauty is to celebrate the natural differences personified by all women and encourage them to have the confidence to be comfortable and happy with themselves. The campaign has won a handful (or two) of ad awards and has sold an enormous amount of product. Sales have increased to \$ 4 billion today from \$ 2.5 billion in its opening campaign year. Not only has this campaign helped Dove successfully increase its sale (and number of awards), but it has also increased women’s confidence.

- a. What has made this campaign so successful? Explain with PR activities. (10 Marks)
- b. How media relations plays significant role in promotional activities give examples you have studied. (10 Marks)

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