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14MBAHR407

**Fourth Semester MBA Degree Examination, Dec.2017/Jan.2018**  
**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 is public relations? (03 Marks)
- 2 Explain situation theory. (03 Marks)
- 3 Explain the term organizational culture. (03 Marks)
- 4 What do you mean by community relations? (03 Marks)
- 5 List the different types of crisis. (03 Marks)
- 6 Explain the scenario technique. (03 Marks)
- 7 Explain the term Blog. (03 Marks)

**SECTION - B**

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

- 1 Explain the reactive and proactive approaches in public relations. (07 Marks)
- 2 Explain behavioural public relation model with a neat diagram. (07 Marks)
- 3 Explain the role of media in public relations. (07 Marks)
- 4 Explain the criteria for community relation activities. (07 Marks)
- 5 What are the fundamental guidelines to help organizations to handle crisis communication situations? (07 Marks)
- 6 Describe the different approaches to conflict resolution. (07 Marks)
- 7 Briefly explain the objectives of internal media for employee communication. (07 Marks)

**SECTION - C**

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

- 1 Explain the specific functions of PR. (10 Marks)
- 2 Briefly explain Grunig's and Hunt models of PR. (10 Marks)
- 3 Explain employee communication. List out the various media employed by an organization for employee communication. (10 Marks)
- 4 What do you mean by special interest group? Discuss the types of SIGs. (10 Marks)
- 5 Explain the special employee communication situations. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

- 6 Explain the process of public relations. (10 Marks)
- 7 List out the skills required by public relation specialist. (10 Marks)

**SECTION - D**  
**CASE STUDY – [ Compulsory ]**

In 1999, the new Jersey engineering firm gave each of its employees a new BMW as part of their benefit package. A study from O'Connor Kenny Partner (Memphis) says employers need not be so dramatic in efforts to retain employees. Before doling out bonuses and cars an organization should first study the demographics of its workforce to determine how little it may take to keep employees on board. Says director of communication Christine Luporter. Luporter advises employers to take a look at their staff and consider their staffs and consider their true needs. She points to a case study of a mid-sized retailer with 2,000 stores. The retailer's workforce is 94% composed of female 20 something part timers. The turnover rate is 1,170 percentages, costing the retailer \$ 1.3 million a year. The company estimates it takes 30 days for an employee to decide to stay with the company. If used to be employees were the ones on probation. Today it's the employees who look at the company to determine if they will stay. The new strategy was devised:

Look at the demographics. "For 20 somethings, it's about friendships and relationships. The retailers, human resource vice president finds". They want to feel they belong, fit in and want to make friends at work."

During this 30 day time period, managers were total to implement "critical care" – essentially, a buddy program with a twist. Each new employee is assigned a buddy with a list of skills to be learned and goals to be met within the first 30 days. If the new hire stays past the 30 days and meet the goals. The buddy receives financial incentive.

This pilot program slowed the turnover rate 20% last year. The cost of the improvement is far less than a new fleet of cars, notes Luporter. "Essentially employers should look at the root cause of the retention program. I'll bet they will find they can come up with a communication solution that is a lot cheaper than a new car or a huge bonus.

Questions:

1. Why was the buddy program so successful? What is the thinking behind it? (10 Marks)
2. How else would you advise employers who have high turnover rates to retain employees? (10 Marks)

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