



14MBAHR407

Fourth Semester MBA Degree Examination, June/July 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 Define Public Relations process. (03 Marks)
- 2 Define SWOT Analysis. (03 Marks)
- 3 Define Systems theory. (03 Marks)
- 4 Define Audience segmentation. (03 Marks)
- 5 Define Branch Marking. (03 Marks)
- 6 What is Cybernetics? (03 Marks)
- 7 What is Mass Media? (03 Marks)

SECTION – B

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

- 1 Explain the objectives of Public Relations. (07 Marks)
- 2 Explain the Importance of Employee communication in an organization. (07 Marks)
- 3 Explain employee communication policy guidelines for the development of organization with relevance to H.R. department. (07 Marks)
- 4 Explain persuasion theory of mass communication. (07 Marks)
- 5 Define Agenda setting and also identified types of agenda setting in mass communication. (07 Marks)
- 6 Explain the issue obstructiveness in mass communication. (07 Marks)
- 7 Explain the directions in which communication flows in an organization. (07 Marks)

SECTION – C

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

- 1 Is Public Relations a “Free Advertising”. Discuss. (10 Marks)
- 2 Elaborately explain specialized functions of Public Relations. (10 Marks)
- 3 What is Corporate Social Responsibility (CSR)? Explain its importance in Public Relations in an organization. (10 Marks)
- 4 Discuss the challenges of Public Relations in 21st century. (10 Marks)
- 5 What is organizational conflict? What are the steps that could be taken to resolve conflicts? (10 Marks)
- 6 Elaborately explain the managerial roles of a manager in Public relation of an organization. (10 Marks)
- 7 What is community activism? Explain the contributions of this activism for better public relations. (10 Marks)

SECTION – D (Compulsory)
CASE STUDY

8

Transition of Power: Maintaining Brand Strength and Consumer Confidence during an Acquisition

Periods of transition around mergers and acquisitions present innumerable challenges for organizations, especially when a primary goal is to retain a brand's relevance and prominence in the market place. Such as the Dilemma faced by Surf control, a leading provider of global on demand network and end point IT security solutions, in early 2007, at which point speculation was running among in the silicon valley pipeline that web server, a security software company head quartered in San Diego, would in purchasing the company. Sure enough, on April 26, 2007, rumors crystallized into reality when web server announced a formal offer to acquire its rival. The acquisition would span 6 months and was officially closed on October 3, 2007. To factor a strong corporate image and maintain its network of business relationships with customers and partners during the Transition, surf control partnered with Citigate Cunningham, an agency that specializes in working with silicon valley clients, during this period of uncertainty. It helped that surf control already had a working relationship with Citigate Cunningham. "We worked with them a year before the acquisition by web server," says Melissa Sheridan, executive Vice President, Citigate Cunningham.

They came to us and said, "we want to make sure our customers don't leave as. We need to reassure them that we have leadership and are relevant – sort of we are containing business as usual". Citigate Cunningham executives recommended that the Surf control team resume aggressive actions with media and analysts to drive the company's over all objectives during the six months leading up to the closing date. These objectives included.

- i) Inspiring confidence in the installed base of customers to stimulate rewards.
- ii) Raising surf control's profile in the channel communicating that Surf control was shell in the game and was expanding its program.
- iii) Elevate Surf control's leadership as a company.

After Web server announced its intent to acquire Surf control, Citigate Cunningham strategically targeted the top influences that mattered most to the company's customers, partnerships and the industry at large, including business, technology trade, securely specific channel press, industry analysts and news media. Citigate Cunningham developed there major program.

- i) Own the channel press to demonstrate on going leadership commitment to partners.
- ii) Create a customer success spot light to stimulate sales and retention.

Citigate Cunningham's executive Vice President Melissa Sheridan offers them best practices on how to keep your brand relevant.

- i) Crucial speaking to the media: its crucial to act as of business is operating as usual. "Have excess hold briefings with editors-in-chief and editorial influences so that they can be seen as shell on scene – shell relevant and contributing value to the industry".
- ii) Map out a significant news calendar.
- iii) Make sure you have a "steady drum beat of news" to announce to the media:

When Sheridan worked on the Campaign with Surf control, she and her colleagues were always reviewing what Surf control had in the news pipeline in terms of customer wins and partnership announcements. She hold her staff to "Package the brand for industry honors. This is key to generate further attention for the brand. We submitted a lot of industry awards, says Sheridan" Surf controls products were always well regarded. We want to make sure that they would remain the same within the same time frame.

Questions:

- a. Pull the facts of the case study. PR includes all tool to promote a brand in market. Trace a tool that fuel adequate to promote Surf control other than agency. (10 Marks)
- b. Do public relation experts play a vital role to promote a company's product. Is the agency Cunningham credible in promotion? Justify your lien from the facts of case study. (10 Marks)

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