



CBCS SCHEME

--	--	--	--	--	--	--	--	--	--

16/17MBAHR401

Fourth Semester MBA Degree Examination, Dec.2019/Jan.2020 Public Relations

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. Define public relations. (02 Marks)
b. Explain the approaches to conflict resolution. (06 Marks)
c. Explain the 20 great truths about public relations. (08 Marks)
- 2 a. Explain uses and gratification theory. (02 Marks)
b. Explain the proactive and reactive approaches. (06 Marks)
c. Explain the public relations process. (08 Marks)
- 3 a. Explain the medias of employee's communication. (02 Marks)
b. Explain the community relation process. (06 Marks)
c. Explain the different types of occasional and special medias. (08 Marks)
- 4 a. Discuss the functions of community relation. (02 Marks)
b. Elaborate the different rules of effective employee relations. (06 Marks)
c. Explain the criterias of community relations activities. (08 Marks)
- 5 a. Define target audience. (02 Marks)
b. Explain the elements of media relations program. (06 Marks)
c. Explain the types of issues in public relations and scenario techniques in public relations. (08 Marks)
- 6 a. Define social media. (02 Marks)
b. Explain the fundamental guidelines for crisis management. (06 Marks)
c. Explain the role of technology in public relations. (08 Marks)
- 7 a. Explain the types of crisis. (02 Marks)
b. Explain the importance of compromise and issue anticipation. (06 Marks)
c. Explain the public relation models. (08 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.

8

Case Study :

Employee retention : It's the employer who's on probation.

Remember ARCNET, the New Jersey engineering firm that gave each of its employees new BMW's as a part their benefits package? Nice touch and it worked. But a new study from O'connor Kenny partners says employers need not be so dramatic in efforts to retain employees. "Before doing 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 communications Christine Luporter.

Luporter advises employers to take a look at their staffs and consider their true needs. She points to a case study of a midsized retailer with 2000 stores. The retailers work force is 94% composed of female 20-something part-timers. The turn-over rate is 1.170%, costing the retailer \$ 1.3 million a year. The estimates it takes 30 days for an employee to decide to stay with the company. It 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. This new strategy was devised:

Look at the demographics. "For 20-somethings, its 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 works."

During this 30 days period, Managers were told 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 their first 30 days and meets the goals, the buddy receives the financial incentive.

This pilot program showed the turnover rate 20% last year. "The cost of that 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 will bet, they will find-they can come up with a communications solution that is a lot cheaper than a new car or a huge bonus".

Questions :

- a. Why was the buddy program so successful? What is the thinking behind it? (08 Marks)
- b. How else would you advise employers who have high turnover rates to retain employees? (08 Marks)

* * * * *