

CBCS SCHEME

16/17MBAHR401



Fourth Semester MBA Degree Examination, Aug./Sept. 2020 Public Relations

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.**

- 1 a. What is Public Relations? (02 Marks)
b. Explain Proactive and Reactive Approaches. (06 Marks)
c. Explain Elaborated Likelihood Theory with suitable example. (08 Marks)
- 2 a. What do you mean by Community Relations? (02 Marks)
b. Explain the importance of employee communication in organizations. (06 Marks)
c. What are the 20 great truths about Public Relations? (08 Marks)
- 3 a. What is organizational culture? (02 Marks)
b. Explain social learning theory with suitable example. (06 Marks)
c. Discuss the process of PR using RACE model. (08 Marks)
- 4 a. What is Media Relations? (02 Marks)
b. Explain Media Relations Programs Elements. (06 Marks)
c. Explain Agenda Setting Theory. (08 Marks)
- 5 a. Who are Target Audiences? (02 Marks)
b. Explain the role of organization in handling crisis. (06 Marks)
c. Explain how did Southwest Airlines succeed in making customers happy. (08 Marks)
- 6 a. What is crisis? What are the 3 elements of crisis? (02 Marks)
b. Explain concept of CSR and Philanthropy. (06 Marks)
c. Explain the 8 types of crisis as categories by Lerbinger. (08 Marks)
- 7 a. What is Internal Media? State the objectives of Internal media. (02 Marks)
b. Explain Two – way symmetrical communications model. (06 Marks)
c. Explain situational theory of PR. (08 Marks)

8 CASE STUDY [Compulsory]

Crisis Management at the Japan – based Toyota Motors Corporation.

In January 2010, Toyota was forced to return millions of cars after problems with braking, floor mats and acceleration pedals in its vehicles. The returns even led Toyota to halt sales and production of eight of its most popular models. Due to growing number of returns, sales dropped thereby affecting the company's position in the global automotive industry.

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.

Analysts began to question Toyota's legendary quality and felt that returns represented a major failure on part of the company. After the returns, Toyota went into Crisis Management Mode and announced a fix for the accelerator problem.

As part of its Crisis Management Process, Toyota placed ads in print and television media, involved executives and used social media platforms to address its customers. However, some analysis felt that the crisis communication team of Toyota was weak which led to a delay in identifying and addressing the situation. Crisis Management Experts were of the view that the image of Toyota would depend on how quickly it can fix the problems and how well it communicates with its customers.

Questions :

- a. Analyze whether Toyota's response to the crisis was adequate. (06 Marks)
- b. Explore the PR and Crisis Management Strategies that Toyota should adopt to contain the impact of the crisis and retain its brand reputation. (10 Marks)

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