

CBCS SCHEME

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18MBAHR401

Fourth Semester MBA Degree Examination, November 2020 Public Relations

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. What do you mean by "Public Relations"? (03 Marks)
b. Describe the Proactive and Reactive approaches of Public Relations. (07 Marks)
c. Briefly discuss the "Behavioral Public Relation Model". (10 Marks)
- 2 a. What do you mean by "Control Route" in "Elaborated likelihood theory". (03 Marks)
b. Discuss the "Situational Theory" of public relations. (07 Marks)
c. Briefly discuss the "Elaborated Likelihood theory" of Public Relations. (10 Marks)
- 3 a. What do you mean by "Organizational Culture"? (03 Marks)
b. Describe the importance of employee communication. (07 Marks)
c. What do you mean by "Internal Media and what are the objectives of internal media? (10 Marks)
- 4 a. What do you mean by "Community Relations"? (03 Marks)
b. Briefly discuss the "Community Relations Process". (07 Marks)
c. What is "Corporate Social Responsibility"? Discuss the challenges in CSR? (10 Marks)
- 5 a. What do you understand by "Media Relations"? (03 Marks)
b. Enumerate the role of 'Media' in public Relations. (07 Marks)
c. Briefly discuss the role of technology in Public Relations. (10 Marks)
- 6 a. What do you mean by "Crisis Management"? (03 Marks)
b. Discuss different types of crisis with example. (07 Marks)
c. Explain the guidelines to handle crisis. (10 Marks)
- 7 a. What do you mean by "Scenario Planning"? (03 Marks)
b. Discuss the "Agenda Setting theory of Public Relations. (07 Marks)
c. Discuss the various types of "Issues" in Public Relations. (10 Marks)
- 8 Amul V/s Neha Tomar

Gurgaon resident Neha Tomar had strange experience with a packet of Amul Gold Milk, which she decided to share on facebook. Amul, being the social savy brand that it is, replied back promptly with a post as their own, along with a video clarification explaining what she called "Stretching property of milk". It was fine till here, but Amul then made some instructing accusations. It said that the customer was using her "official capacity" to make the complaint. Amul also claimed that the pictures and post by Tomar were posted on Oct, 9, 2014 a day prior to her actually having the problems and the date had been subsequently changed. Amul got pots on the back by users for its prompt response and matter might have ended there but then things got murkier.

Neha Tomar denied both allegation and some observant user theorized that the screenshot posted by Amul to support their claim could have been tampered with by pointing out irregularities in the photos shared by Amul. Tomar, on her post, posted a lightly reply in the comment section of the post, expressing her disappointment and accusing Amul as misrepresenting factor.

Questions :

- a. Discuss the role of social media in maintaining Public Relation, here. (10 Marks)
- b. What Remedial steps would you have taken as public Relations officer? (10 Marks)

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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.