

# CBCS SCHEME

16/17MBAHR401

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## Fourth Semester MBA Degree Examination, June/July 2019 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. What is public relation? (02 Marks)  
b. Explain public relation process. (06 Marks)  
c. Explain situational theory. (08 Marks)
- 2 a. What is persuasion model? (02 Marks)  
b. What is two-way symmetrical communications? (06 Marks)  
c. Discuss the importance of employee communications. (08 Marks)
- 3 a. What is organizational change? (02 Marks)  
b. Discuss the Media's role in public relations. (06 Marks)  
c. What are the benefits of an internal communication platform? (08 Marks)
- 4 a. Write a short note on E-mail communication. (02 Marks)  
b. Discuss the objectives of internal media. (06 Marks)  
c. "The life cycle of public issue". Discuss. (08 Marks)
- 5 a. What is damage control? (02 Marks)  
b. Discuss the advantages of social media. (06 Marks)  
c. Describe the different types of issues in public relations. (08 Marks)
- 6 a. What is Brand Values? (02 Marks)  
b. Which are the dimensions of issues? (06 Marks)  
c. Discuss different types of crises. (08 Marks)
- 7 a. What is the role of communication? (02 Marks)  
b. Discuss the significance of technology. (06 Marks)  
c. What are the objectives of communication? (08 Marks)

### 8 **Case study:**

As part of the marketing strategy for launching Shery's new business, Belle communications, she made Media relations a priority with in her marketing plan. To help announce the launch, a placement was secured in the CNN Money.Com small business section.

The feature was displayed on the site's front page, and is still housed on the main page of the small business section to date. This opportunity generated a 700 percent increase in site traffic the week the story went live. It continued to bring consider traffic to her site weeks after it was shared online, and increased her e-newsletter opt-ins by 110 percent.

More than that, it generated two new Clients Twenty Request for proposals, nine ongoing new business relationships, and a brimming pipeline, all within five months of the coverage. Not to mention it also increased Facebook, Twitter and linkendin followings, and produced a number of networking opportunities.

- a. What made Shery to think of priority to media relations in her marketing plan? Why? (04 Marks)
- b. Describe how Belle Communications was successful in bringing continuous traffic to its site? Why traffic is essential? (04 Marks)
- c. How social media helped to market Belle communications? (04 Marks)
- d. Discuss the significance of social media in Public Relations. (04 Marks)

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