



CBCS SCHEME

18MBAHR401

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

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE questions.

- 1 a. What is Public Relation? (03 Marks)
b. Explain Behavioural Public Relations model. (07 Marks)
c. Explain any ten great truths about public relations. (10 Marks)
- 2 a. What is Situational Theory? (03 Marks)
b. Explain Diffusion theory. (07 Marks)
c. Explain different approaches to conflict resolution. (10 Marks)
- 3 a. What is organizational culture? (03 Marks)
b. Explain the steps involved in establishing communication policy. (07 Marks)
c. Explain the different factors influencing organizational change. (10 Marks)
- 4 a. What is Corporate Social Responsibility? (03 Marks)
b. Write a note on emerging challenges of community activism. (07 Marks)
c. Discuss guidelines for effective community relations program. (10 Marks)
- 5 a. What do you mean by media relations? (03 Marks)
b. Explain the roles played by different media in PR. (07 Marks)
c. Explain elements of Media Relations Program. (10 Marks)
- 6 a. What is Crisis? (03 Marks)
b. Explain types of crisis. (07 Marks)
c. Explain how people typically respond to issues. (10 Marks)
- 7 a. What is compromise? (03 Marks)
b. Explain community relations process. (07 Marks)
c. Write a note on issues anticipation and scenario technique. (10 Marks)
- 8 In the U.S, Johnie Walker launched a female version its Whisky International Women's Day called Jane Walker. The limited edition bottle features a woman on their iconic logo instead of a man, which connected the brand to individuals who also support their commitment to social progress. In March 2018, Johnie Walker released 250,000 bottles of Jane Walker, and for every bottle sold, they donated \$1 to organizations that empower women. This tangible impact helped their campaign gain even more support and publicity.
a. What social cause/agenda does the company propagate in the above case? (05 Marks)
b. Will the strategy work in India? What will be the societal reaction to such a propaganda (05 Marks)
c. What community activity do you suggest for a Liquor Company in India? (05 Marks)
d. What other 'Day', instead of International Women's Day, will be celebrate on a Liquor Company in India and why? (05 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.