



CBCS SCHEME

18MBAHR401

Fourth Semester MBA Degree Examination, July/August 2021 Public Relations

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. Define public relations. (03 Marks)
b. Explain public relations process. (07 Marks)
c. Explain with diagram behavioural public relation model. (10 Marks)
- 2 a. Write a note on "System's Theory". (03 Marks)
b. Explain diffusion theory. (07 Marks)
c. What is a conflict? Explain conflict resolution elements. (10 Marks)
- 3 a. What is organizational change? (03 Marks)
b. Explain communication channels used in public relations for employee communication. (07 Marks)
c. How do any organization establish communication policy? (10 Marks)
- 4 a. What is corporate social responsibility? (03 Marks)
b. Explain community relation process in detail. (07 Marks)
c. Explain specific functions of public relations. (10 Marks)
- 5 a. What is media relation? (03 Marks)
b. Explain characteristics of social media. (07 Marks)
c. What are media relations program elements? Explain in detail. (10 Marks)
- 6 a. What is Crisis Management? (03 Marks)
b. Explain objectives of communication in Crisis management. (07 Marks)
c. Explain types of Crisis with examples. (10 Marks)
- 7 a. What is Scenario Technique? (03 Marks)
b. Explain in detail types of issues with examples. (07 Marks)
c. What is a Target Audience? Explain different types of target audience in public relations. (10 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 :

Fatal Tiger Attack at San Francisco Zoo :

Shortly after 5 pm of Christmas day a 300 pound Siberian tiger escaped from his outdoor grotto at the San Francisco Zoo, chasing down three young men, mauling two and killing one. In the investigation that followed over the next several days. It was found that the teenage boys had taunted the tiger but also that the 12 ½ Foot fence of the grotto was 4 feet below the standard 7 ½ feet below, what officials had reported the fence to be, making it possible for an agitated animal to jump over and escape. The San Francisco zoo closed down for several days following the incident and kept the tiger exhibit closed for several months.

The two injured young men filed suit against the city three months after the attack. As the current director of public relations for the SF 300, consider your short term and long term actions in response to the crisis.

- a. How do you address the media and the public about the fatality and injuries to the three men? Draft a 200 word statement you would present at a press conference. (10 Marks)
- b. Write 10 questions you would expect the reporter to ask at your initial press conference. (10 Marks)

* * * * *