

CBCS SCHEME

USN Learning Resource Centre
Aacharya Institute & Technology

16/17MBAHR401

Fourth Semester MBA Degree Examination, Feb./Mar. 2022 Public Relations

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. Define Public Relations. (02 Marks)
b. Explain the persuasion model in terms of public relations. (06 Marks)
c. Briefly explain the public relation process. (08 Marks)
- 2 a. Define organization culture. (02 Marks)
b. Write a note on pro-active and re-active approaches. (06 Marks)
c. Briefly explain the importance of employee communication in public relations. (08 Marks)
- 3 a. Define Conflict. (02 Marks)
b. Briefly explain the public relation roles. (06 Marks)
c. Frontline supervisors act as key communicators in public relations? Justify. (08 Marks)
- 4 a. What do you mean by community relations? (02 Marks)
b. Can community relations be the core of public relation programming? (06 Marks)
c. How corporate social responsibility helps in building public relations? (08 Marks)
- 5 a. What do you mean by social media? (02 Marks)
b. How important is media relations in building effective public relationship? (06 Marks)
c. Explain the role of technology in public relations. (08 Marks)
- 6 a. Define Crisis. (02 Marks)
b. Explain the role of communication in crisis management. (06 Marks)
c. Public service programmes are expressions of an organization's concern for societal problems and needs. Elucidate the statement. (08 Marks)
- 7 a. Who are target audiences? (02 Marks)
b. Explain different types of issues. (06 Marks)
c. Sketch briefly the importance of compromise in public relations. (08 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.

CASE STUDY

For 10 years, George loyal has been a one-person public relations department at Siwash, a college of 3,500 students in Ohio. There have been 10 good years in terms of George's working condition. There has been plenty of publicity material and there has been co-operation on the part of news media.

A main factor assisting George has been the attitude of Siwash college president. He takes open stance publicly. He has been effective in attracting quality faculty, activating alumni support, and adding notable trustees who have been important in raising funds and making sure that Siwash is favorable regarded by legislators in the state capital.

But all these good things seem to have come to an end. The president was struck down by a massive heart attack and passed away. The trustees moved quickly to name a successor, who turned out to be a senior member of the Siwash faculty. He is professor of anthropology, a scholar who is well published, quiet and non public. The new president in the month since his selection, has not informed George that he is not going to be active in alumni affairs visible at sports events, or available to talk with news media whenever they want him to. He spends most of his time with a few of the older faculty members. His secretary seems to feel that her job is to protect him from instructions or outside visitors.

George's work has almost come to a standstill except for routine news releases. The co-operative relationship he has had with news media seems to be threatened. The director of Alumni relations is as baffled as he is. Two trustees have quietly indicated that they all stepping aside rather than stand for reelection when the time comes:

The question before George is, what options does he have in trying to preserve the gains in public relations attained during the past 10 years?

Questions:

- a. What would be the most effective way of establishing a pro-active relationship with the new president? (04 Marks)
- b. What would be your overall strategy for maintaining the college's relationship with its stakeholders? (04 Marks)
- c. Given the personality of the new president, what role would you allot to him in maintaining the college's reputation? (04 Marks)
- d. How would you gain support for this strategy? (04 Marks)

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