

CBCS SCHEME

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16/17MBAHR401

Fourth Semester MBA Degree Examination, July/August 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. What is Public Relations? (02 Marks)
b. Distinguish between Proactive and Reactive approaches of Public Relations. (06 Marks)
c. Explain the Grunig and Hunt models of Public Relations. (08 Marks)
- 2 a. Define Situational theory. (02 Marks)
b. Explain the Community Relations Process. (06 Marks)
c. Describe the theory of persuasion and social influence. (08 Marks)
- 3 a. List out the importance of employee communication. (02 Marks)
b. Explain the process of Public Relations. (06 Marks)
c. Explain the role of Front line supervisors as key communicators. (08 Marks)
- 4 a. What do you mean by organizational culture? (02 Marks)
b. Explain the various approaches to conflict resolution. (06 Marks)
c. Explain the role of media in Public Relations. (08 Marks)
- 5 a. Define Media Relations. (02 Marks)
b. Explain the steps for setting a press conference. (06 Marks)
c. Discuss the concept of CSR and Philanthropy in terms of Public Relations. (08 Marks)
- 6 a. What is Social Media? (02 Marks)
b. What are the channels of internal media? (06 Marks)
c. Explain the fundamental guidelines for crisis management. (08 Marks)
- 7 a. Define Crisis. (02 Marks)
b. Explain the types of Special Interest Groups. (06 Marks)
c. Describe the different challenges in Public Relations. (08 Marks)
- 8 Case Study (Compulsory) :

Varsha Auto Components Ltd. (VACL) was an original equipment supplier to many automobile manufacturing companies in India. Recession drastically reduced the activities of the company. As a result, many of the regular, semi-skilled and unskilled workers of the company were laid-off.

After a three year slump, the market was suddenly booming again and the company order book was once again overflowing. It was now time to employ more people to man the three shifts that needed to be run round the clock to meet the orders. It was difficult to find trained personnel for all jobs. Casual labour was employed for tasks that required semi-skilled and unskilled personnel.

The paint shop needed more people because it was the link in the production chain. They were tremendous pressure to paint the components and pack them soon after drying the paint. The backlog of work required them to employ additional casual workers from neighbouring states, who were illiterate and did not even speak local language. On that fateful day, the night shift was in progress. In the paint shop, there was a supervisor and some casual workers who had been employed a couple of days ago. Fully finished and quality certified components were being readied for dispatch. Power supply was erratic and suddenly the paint shop plunged into darkness. The supervisor slipped out to look for the generator set operator.

One of the casual workers found a candle and placed it on a drum full of paint thinner and lit the candle. The packing resumed. The supervisor after getting the generator started was walking back to the paint shop.

There was a big explosion that shook the entire factory. The thinner in the drum, naturally highly volatile, has caused the explosion and a major fire in the factory. Two workers near the thinner drum died of burn injuries.

The police arrive and arrested the supervisor and the shift manager. The inspector of factories lodged a case of negligence and breach of safety norms against the factory management. They found workers being made to work in a hazardous place without being trained in safety procedures. The safety instructions were displayed on the shop floor in English which none of the workers could read nor understand. Also, all safety norms and procedures were not properly conveyed to the workers.

Questions :

- a. What were the essential aspects of communication that were missed in the case? (08 Marks)
- b. As a HR manager of the company, what would you have done differently to avoid this crisis? (08 Marks)

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