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18MBAHR401

Fourth Semester MBA Degree Examination, July/August 2022
Public Relations

Time: 3 hrs.

Max. Marks:100

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 the importance of Public Relation? (03 Marks)
b. Explain Social Exchange Theory. (07 Marks)
c. Explain Elaborated Likelihood Model. (10 Marks)
- 2 a. Write a note on guideline for effective relationship program. (03 Marks)
b. Explain Public Relations Process. (07 Marks)
c. What are the 20 great truths about Public Relations? (10 Marks)
- 3 a. What is Employee Communication? (03 Marks)
b. Explain the Community Relations Process. (07 Marks)
c. What is the use of Media in Public Relation? (10 Marks)
- 4 a. Differentiate between Publicity and Public relation. (03 Marks)
b. Differentiate between proactive and reactive approach in public relation. (07 Marks)
c. Discuss the causes of conflicts in organization. (10 Marks)
- 5 a. What are the objectives of community relation? (03 Marks)
b. Examine Agenda Setting Theory in public relation. (07 Marks)
c. What is Corporate Social Responsibility and Philanthropy? (10 Marks)
- 6 a. What is Social Learning theory? (03 Marks)
b. What is a Two way Symmetric Communication Model? (07 Marks)
c. What is the Role of PRO in employee communication? (10 Marks)
- 7 a. Define target audience. What are the types of target audience? (03 Marks)
b. What is the role of technology in public relation? (07 Marks)
c. What is crisis management? What are different types of crises and how to manage crisis in an effective manner? (10 Marks)

8 Case Study: Compulsory

As part of the marketing strategy for launching Shrey's New Business, Belle Communications, she made media relations a priority within 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 – news opt – in by 110 percent.

More than that, it generated two new clients. Twenty request for proposal, 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? (05 Marks)
- b. Describe how Belle Communication was successful in bringing continuous traffic to the site? Why traffic is essential? (05 Marks)
- c. How social media helped to market Belle Communication? (05 Marks)
- d. Discuss the significance of social media in Public Relation. (05 Marks)
