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14MBAHR407

Fourth Semester MBA Degree Examination, Dec.2016/Jan.2017
Public Relations

Time: 3 hrs.

Max. Marks:100

SECTION – A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is public relation? (03 Marks)
- 2 Mention any four resolution elements of conflict. (03 Marks)
- 3 Write any three features of corporate culture. (03 Marks)
- 4 What are the specific functions of public relation? (03 Marks)
- 5 What is media relation of an organization? (03 Marks)
- 6 What is issues anticipatory management? (03 Marks)
- 7 Define crisis management. (03 Marks)

SECTION – B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Describe two way symmetrical communication model. (07 Marks)
- 2 Write short notes on :
a) Social exchange theory b) Diffusion theory (07 Marks)
- 3 Explain briefly "Establishing communication policy". (07 Marks)
- 4 Explain community relation process. (07 Marks)
- 5 Explain media relation program elements. (07 Marks)
- 6 Write a brief note on types of issues in public relation. (07 Marks)
- 7 What are the types of crisis? Write a short note about those crises. (07 Marks)

SECTION – C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the twenty great truth about public relations. (10 Marks)
- 2 Explain the models of public relation practice. (10 Marks)
- 3 What are the benefits of an internal communication platform? (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.



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- 4 What is corporate social responsibility and philanthropy? (10 Marks)
- 5 Explain the role of technology in public relation. (10 Marks)
- 6 Elaborate and discuss the future challenges of public relation. (10 Marks)
- 7 What is news media influence? What are the fundamental guidelines for news media during crises? (10 Marks)

SECTION – D
(Compulsory)

- 8 China manufactured each of the 24 kinds of toys recalled for safety reasons in U.S. in 2007, a record that is causing alarm among consumer advocates, parents and regulators. One recall involved 1.5 million. The toys were coated at a factory in china with lead paint, which can damage brain cells, especially in children. Overall the number of products made in china that are being recalled in U.S. by federal consumer product safety commission has doubled in the last five years, driving the total number of recalls in the country to a record 467 last year. It also means that china today is responsible for about 60% of all product recalls, compared with 36% in 2000. Toys made in china make up 70 to 80% of all the toys sold in U.S. according to the toy industry association. This string of toy recalls is inspiring new demands for better safety enforcement by U.S. regulators and importers, as well as by the government and industry in China. As Vice President of public relations for a major American toy company that sends more than half its toy manufacturing to China (and who has had to do a recall in the last year) how do you handle this crisis with the following publics:
 - a. Share holders: What changes do you make to ensure safe products going forward? How do you avoid another multimillion-dollar loss from a product recall?
 - b. Consumers: What do you do to (i) reassure them about current products and (ii) approach marketing of future products?
 - c. Government : How will you approach regulators to convince them you are taking care of the problem and assure them this will not be a continuing problem with your Chinese plant?
 - d. Employees : What kind of changes in process needs to be made to be absolutely sure your toys are safe?(20 Marks)

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