

[A-57]

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SARDAR PATEL UNIVERSITY

S.Y.B.A. (4th SEMESTER) (CBCS) EXAMINATION April 2015

Day: Thursday Date: 23/04/2015 Time: 2: 30 p.m. to 4: 30 p.m.

UA04CEJM05: Introduction to Public Relation

Total Marks: 60

Q1 WRITE 15 OUT OF 15 (each carry one mark)

1. Which part of public relations deals with emerging issues and their potential impact on an organization?
 - a. Public opinion
 - b. Issues management
 - c. Public affairs
 - d. Lobbying
2. Approximately half of all practitioners work in
 - a. government
 - b. business and commercial
 - c. health care and hospitals
 - d. public relations firms
3. What is the most common threat to a client-firm relationship?
 - a. Clients' questions about costs
 - b. Resistance to outside advice
 - c. Superficial grasp of organization's unique problems
 - d. Personality conflicts
4. Which form of communication is most effective in forming or changing predispositions toward an issue?
 - a. Interpersonal
 - b. Media
 - c. Group
 - d. Public
5. What is the major advantage of organizational publications?
 - a. Their ability to provide a revenue source for sponsoring organizations
 - b. Their ability to deliver specific, detailed information to narrowly defined target publics
 - c. Their ability to avoid the problems typically associated with two-way media
 - d. Their ability to give sponsoring organizations a means of uncontrolled communications
6. What should a practitioner do if he does not know the answer to a reporter's question?
 - a. Give the reporter other information he is certain is correct.
 - b. Say that the information is "off the record" and will be disseminated later.
 - c. Say "I don't know" and promise to provide the information later.
 - d. Say "no comment," rather than look like he doesn't know.
7. The "internal factors" portion of the situation analysis often includes
 - a. a communication audit
 - b. strategy suggestions
 - c. community focus groups
 - d. a listing of media contacts

8. The process of identifying who is involved and affected by a situation is called a(n)
 - a. exploratory survey
 - b. situation interview
 - c. communication audit
 - d. stakeholder analysis
9. About what proportion of nonprofit sector practitioners do research?
 - a. One-quarter
 - b. One-half
 - c. Two thirds
 - d. Almost all
10. Effective public relations introduces the management function dealing with:
 - a. Putting a positive "spin" on bad news.
 - b. Altering perceptions and manufacturing consent.
 - c. Professional subterfuge and deception.
 - d. Relationships between organizations and stakeholders.
11. The contemporary concept of public relations is based on which of the following key words?
 - a. Inducing, engineering and creating
 - b. Asymmetric, one-way and propaganda
 - c. Reciprocal, mutual and between
 - d. International, global and diverse
12. Which one of the following best accounts for the development of public relations?
 - a. A planned, sustained effort by the profession to promote education in the field
 - b. The United States efforts to support wars
 - c. Power conflicts and the recurring crises of change
 - d. The continuing struggle between employers and employees
13. What task dominates as the common denominator for all public relations practitioners?
 - a. Writing and editing
 - b. Planning special events
 - c. Research and evaluation
 - d. Media contact and placement
14. Public relations typically do not have responsibility for which one of the following?
 - a. Monitoring awareness inside and outside the organization
 - b. Counseling management on policy
 - c. Improving product design and packaging
 - d. Analyzing the impact of policies on publics
15. The management function most often confused with public relations is...
 - a. Advertising
 - b. Marketing
 - c. Lobbying
 - d. Development

Q2	Some are born great, some achieve greatness, and some hire public relations officers. Justify your answer on above sentence in context of public relation with examples.	15 marks
	OR	
Q2	It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." Elaborate your answer with examples.	15 marks
Q3	What are things kept in mind while organizing press conference. And make press release for media professionals.	15 marks
	OR	
Q3	Balaji Company has launched chips, in Mumbai and New Delhi, price at Rs 5 per 30 grm some xyz is spoke person. Draft a press release announcing this.	15 marks
Q4	Write Shorts notes Any two	15 marks
	1) RACE formula 2) Difference between service PR and industrial PR 3) tools of pr	