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SARDAR PATEL UNIVERSITY

S.Y.B.A. (4th SEMESTER) (CBCS) EXAMINATION March/April 2016

Day: Friday

Date: 22/04/2016

Time: 02:30 to 04: 30 Pm

Paper Coed & Name: UA04CEJM05: Introduction to Public Relation

Total Marks: 60

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

1) Public relations" can be defined as

- a. a collection of techniques for persuading people to buy products they don't need.
- b. a collection of techniques for persuading news organizations to give space or time to people or products that are not inherently newsworthy.
- c. planned and continuous communication to provide information about an organization, issue or product to the public.
- d. planned and continuous communication to obscure the inadequacies of an organization or product.

2) Public relations professionals often deal with either internal or external communications. Which of the following best describes those two types of communications?

- a. Internal communications deal with investors, clients, customers or contributors, and external communications keep company employees informed about the company.
- b. Internal communications always flow from the top of the organization down, and external communications always flow from the bottom to the top.
- c. Internal communications always are carried out by e-mail, and external communications always are carried out through the mass media.
- d. Internal communications keep company employees informed about the company, and

3) external communications deal with investors, clients, customers or contributors. Effective public relations practitioners first

- a. send as many press releases as possible to as many people.
- b. determine which media outlets best serve their purposes.
- c. ask editors to promise to use their press releases.
- d. find out which media have been most friendly to their client in the past.

4) Which of the following is NOT among the reasons often cited by journalists for rejecting news releases?

- a. They are not newsworthy.
- b. They are too well written.
- c. They are sent to the wrong person.
- d. They fail to include important information.

5) Public relations professionals should send news well in advance of the publication date because

- a. news organizations move slowly and need plenty of time to rewrite the release.
- b. a release received close to a deadline is likely to be thrown away.
- c. a release received close to a deadline leaves news organizations with too little time to plan special coverage.
- d. a release received too close to a deadline is less likely to be published.

6) When localizing news releases, public relations professionals should consider

- a. psychological as well as geographical closeness.
- b. only geographical closeness.
- c. only psychological closeness.
- d. financial and geographical closeness.

7) The ratio of news releases that are rejected by print or broadcast news organizations is about

- a. 100 to 1. b. 100 to 4. c. 10 to 3 d. 1 to 1.

8) When journalists say a news release lacks newsworthiness they often mean it

- a. has limited interest, describes important events or is written to inform the public.
- b. has wide interest, describes contrived events or is written to please the company's bosses.
- c. has limited interest, describes contrived events or is written to inform the public.
- d. has limited interest, describes contrived events or is written to please the company's bosses.

- 9) Which of the following is NOT among the reasons journalists complain about a lack of objectivity in news releases?
- The release describes an event or product that might interest the public.
 - The release is little more than a blatant advertisement.
 - The release is laden with adjectives and puffery.
 - The releases is telling the public what to do.
- 10) If a news release contains a statement such as "Parents are worried about the amount of violence in our society," that release is of questionable news value because it is
- probably a one-sided story.
 - stating the obvious.
 - full of puffery.
 - reporting a contrived event.
- 11) If a news release contains a statement such as "Quantities are limited, so buy yours now," that release is of questionable news value because it is
- stating the obvious.
 - reporting a contrived event.
 - telling the public what to do.
 - lacking attribution.
- 12) If the most newsworthy information in a news release is in the middle or toward the end of the release, the reporter should
- rewrite the release to put the news in the lead.
 - publish the release as it was written.
 - throw the release in the wastebasket.
 - send it back to whomever it came from and ask that it be rewritten.
- 13). When facing a crisis, management should consider:
- Not holding a press conference until things cool down.
 - Freezing all corporate assets.
 - Developing a public relations strategy.
 - Leaving the country during the cover of darkness.
- 14) Which one of the following are readers with special interests likely to turn to for in-depth information about topics important to them?
- Newspapers
 - Television
 - Magazines
 - Wire services
- 15) Which medium offers public relations the greatest communication flexibility in terms of reaching people under a variety of circumstances?
- Newspapers
 - Magazines
 - Radio
 - Television

Q2	Describe the Public Relations techniques that marketing-orientated organizations can consider in order to discharge effectively their social responsibilities and provide examples to support your recommendations.	15 marks
OR		
Q2	Discuss the relative importance of advertising campaigns within the promotional mix and use examples to explain how advertising can support Public Relations activities.	15 marks
Q3	Advertising is saying you are good, and PR is getting someone else to say you are good. Explain above sentence with real time examples.	15 marks
OR		
Q3	Explain how Public Relations can assist an organization during periods of crises and identify the techniques that can be used for that purpose.	15 marks
Q4	Write Shorts notes Any two	15 marks
	a) Issues management b) Corporate image c) Media relation	

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