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SARDAR PATEL UNIVERSITY

B.A. (ADVANCED), SEMESTER - 4 (CBCS) REG. & NC (Eng. Medium), March / April 2018

UA04CEJM05: Introduction to Public Relations

Date: 16-04-2018

Time: 2pm to 4pm

Day: Monday

Total Marks: 60

Q: 1 Multiple Choice Questions (Attempt all)**15 Marks**

1. Voluntary organizations can hope to raise funds by _____.
 - a. Corporate appeals
 - b. Charity benefit programmes
 - c. Advertising
 - d. All the specified
2. _____ investigates cases on unfair trade practices.
 - a. MRTP Act
 - b. Consumer Protection Act
 - c. Companies Act
 - d. None of the specified
3. Public opinion can be influenced by placing the facts before the people.
 - a. True
 - b. False
4. Good community relations can be promoted by _____.
 - a. Increasing production
 - b. Making effective speeches
 - c. Use of posters and hoardings
 - d. Participating in local welfare activities
5. If organization is the first to report the crisis, even before the news media or any outsiders responds, that strategy is called as _____.
 - a. Stealing Thunder Strategy
 - b. Avoidance Strategy
 - c. Scapegoat Strategy
 - d. Provocation Strategy
6. Public relations in the field of consumer relations, is often regarded as marketing communication.
 - a. True
 - b. False
7. A crisis management plan (CMP) is just a reference tool, but not a blue print.
 - a. True
 - b. False
8. _____ is the process of building and maintaining relations with legislators and administration in order to influence laws and policies.
 - a. Public Advocacy
 - b. Lobbying
 - c. Public Opinion
 - d. Government relations.
9. These organizations are owned primarily by the government which run on business lines. These enterprises are set up to build sound infrastructure.
 - a. Private limited companies
 - b. Public limited companies
 - b. Public sector undertakings
 - d. Cooperative societies
10. Which set of characteristics most accurately describe PR?
 - a. Low cost, low credibility, high control
 - b. High cost, low credibility, high control
 - c. High cost, high credibility, low control
 - d. Low cost, high credibility, low control
11. _____ enables you to increase traffic to your website.
 - a. MuckRack
 - b. Google+hangout
 - c. Search Engine Optimization
 - d. Website CTAs

12. _____ is referred to as the father of public relations.
a. Jack London b. Ivy Lee c. Edward Bernays d. Doris Fleischman
13. The group of writers, who wrote extensively exposing the unscrupulous way of big business, came to be known as the _____.
a. Muckrakers b. Attackers c. Mudslingers d. Defamers
14. _____ is a communication strategy which basically involves engaging on your own terms i.e., you choose when and with whom you communicate.
a. Provocation b. Selective engagement c. Ingratiation d. None of the specified
15. The best tactic to obtain commitments or to resolve problems is _____.
a. Personal interactions b. Speeches c. Newsletters d. TV advertisements

Section II:

Q2. Discuss in detail the role of PR towards various internal and external publics of an organization. (15 Marks)

(Or)

Q2. The public is more willing to forgive an honest mistake than a calculated lie. Justify this statement by explaining how a crisis should be responded when it actually turns up. Substantiate your arguments with suitable case studies as examples, (15 Marks)

Q3. Critically discuss various fund rising techniques used by NGOs / NPOs to boost donor acquisition (15 Marks)

(Or)

Q3 Gujarat with a population of over 60 million people and the fastest growing economy in India, not surprisingly has the drug problem. Unfortunately, drugs such as ephedrine, mandrax etc. are produced and sent to other countries as per some news reports. Of course, Gujarat not only produces drugs but has a growing population of drug and alcohol addicts and various other substance users. In major narcotics hauls, many drug peddlers were arrested even in Anand district.

In this context, Jagruthi, a local NGO based in Anand took initiative on voluntary basis to promote 'drug-free lifestyle' among the youngsters of Anand town. Draft a detailed PR communication strategy to run a campaign for Jagruthi. (15 Marks)

Q4. Answer any two of the following. Each question carries 7.5 marks.

- Define Public Advocacy and Lobbying.
- How to maintain good employee relationship?
- Explain the basic functions of PR.

_____ X _____