

**SARDAR PATEL UNIVERSITY FINAL EXAMINATION -APRIL -2019****B.A. (ADVANCED), IV SEMESTER (CBCS), 2018-2019****Paper: Introduction to Public Relations, Subject Code: UA04CEJM05****Date of Exam: 11-04-2019 (Thursday), Time: 2:00 PM To 4:00 PM, Total Marks: 60****Q1. Answer the following questions. Each answer carries one mark.****(15 Marks)**

1. The life of the advertisement on an outdoor hoarding is \_\_\_\_\_ when compared to Newspaper.

- a. Longer                      b. Forever                      c. Very limited                      d. None of the specified

2. Which set of characteristics most accurately describe PR?

- a. Low cost, low credibility, high control  
b. High cost, low credibility, high control  
c. Low cost, high credibility, low control  
d. High cost, high credibility, low control

3. Corporate advertising concentrates on \_\_\_\_\_

- a. Organizational Personality                      b. Recruitments                      c. Product Personality                      d. None

4. The execution phase of the public relations process is known as \_\_\_\_\_

- a. Planning                      b. Communication                      c. Research                      d. Evaluation

5. When public relations practitioners seek to maintain or improve relations with local special interest groups, they are engaged in \_\_\_\_\_.

- a. Media Relations                      b. Employee Relations                      c. Investor Relations                      d. Community Relations

6. \_\_\_\_\_ investigates cases on unfair trade practices.

- a. MRTP Act                      b. Consumer Protection Act                      c. Companies Act                      d. None of the above

7. Public opinion can be influenced by placing the facts before the people.

- a. True                      b. False

8. 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

9. Dow Corning's silicone-gel breast implant case is associated with

- a. Technological Crisis                      b. Crisis of work place violence  
c. Confrontation crisis                      d. Crisis of deception

10. 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

11. A crisis management plan (CMP) is just a reference tool, but not a blue print.

- a. True                      b. False

12. \_\_\_\_\_ 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.

13. The primary concern in a crisis has to be 'Reputation management' and then 'Public Safety'

- a. True                      b. False

(P.T.O.)

14. \_\_\_\_\_ is a story idea / or brief information sent to a particular selected Journalist or Editor in the hope of getting media coverage on that particular issue. These are written to specific people rather than for media as a whole.

- a. Letter to editor                      b. Press Note                      c. Pitch letter                      d. op-ed

15. The press releases, media tours, by-lined articles fall under \_\_\_\_\_ media category.

- a. Controlled                      b. Uncontrolled                      c. Semi-controlled                      d. None of the specified

Answer the following descriptive questions.

**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)

(Or)

**Q2.** Write any two from the following questions: - (A). Skills required by Public Relation Specialist? (B) Basic Rules for writing a Press Release. (C) How to maintain good employee relationship? (15 Marks)

**Q3.** "Today's customer wants to be delighted, not just to be served or sold". Justify your answer on the given sentence in the context of customer oriented public relations with examples. (15 Marks)

(Or)

**Q3.** In today's world, most of us are running behind time. We have become so materialistic and competitive that we have forgotten the small joys of life. In the race of making a place in the society, most of the times we have forgotten our old parents, often missed helping family members or having fun with them. It's not that we don't realize it but then we fail to make the time for it. Keeping this as base idea, Red Rose Tea, one of India's oldest tea brands has planned to launch its first online campaign for a better brand positioning. Henceforth you have been designated to design a campaign for Red Rose Tea.

**Q4.** Discuss in detail the PRSI Code of Ethics (15 Marks)

(Or)

**Q4.** Answer any two from the following. Each answer carries 7.5 marks

- A. Discuss any two Viral PR and Communication Campaigns in detail.
- B. Explain how to use Social Media to enable interactive PR?
- C. Discuss various types of Crises with suitable examples?
- D. Explain Internal and External PR.