

[5] SARDAR PATEL UNIVERSITY FINAL EXAMINATION - JANUARY - 2021  
B.A. (ADVANCED) JMC, III- SEMESTER (CBCS)

Paper: Introduction to Public Relations, Subject Code: UA03CEJM22

DATE: 6-01-2021 (Wednesday) TIME: 10 am to 12 pm TOTAL MARKS: 60

Q1. Answer all the objective questions.

(20 Marks)

1. If organization is the first to report the crisis, even before the news media or any outsiders responds, that strategy is called as \_\_\_\_\_.  
A. Avoidance Strategy C. Provocation Strategy  
B. Scapegoat Strategy D. Stealing the Thunder Strategy
2. Public opinion can be influenced by placing the facts before the people A. True B. False
3. Exaggerated claims lead to a better image building of an organization. A. True B. False
4. What type of crisis occurs when unhappy individuals or groups fight with management?  
A. Natural Disaster B. Technological Crisis C. Confrontation Crisis D. Crisis of Malevolence
5. The best method(s) of evaluating the success of any public relations communication campaign is \_\_\_\_\_.  
A. Tracking Media Coverage C. Checking the Number of website hits / inquires  
B. Observing the Increase / decrease in sales D. All the specified
6. Whenever a company has something crucial to announce during for its public, especially during a crisis, it arranges for \_\_\_\_\_.  
A. Cultural show B. Concert C. Press Conference D. Annual Meeting
7. Compared to other marketing communications tools, PR is the \_\_\_\_\_.  
A. Excellent at enhancing sales. C. Worst at generating trust and confidence  
B. Best at generating trust and confidence D. None of the specified
8. People who live near the organizational premises are called the \_\_\_\_\_.  
A. Neighbors B. Executives C. Tenants D. Community
9. Public relations can be defined as \_\_\_\_\_.  
A. A collection of techniques for persuading people to buy the products they don't need.  
B. A planned and continuous communication to provide information about an organization, issue or product to the public.
10. A PR practitioner can establish a reputation of reliability with the media by his /her \_\_\_\_\_.  
A. Dressing B. Personality C. Money D. Conduct
11. The Disinvestment Policy allows the PSUs to accept the public investment from markets by way of selling shares. A. True B. False
12. The Memorandum of Understanding (MoU) is a contract signed between the public sector and its administrative ministry. A. True B. False
13. The Ministry of I&B conducts \_\_\_\_\_ exam through Civil Services main examination (UPSC) to recruit Officials for all the central government media units.  
A. Indian Information Service C. Information Broadcast Service  
B. Information and Broadcast Service D. None of the specified.
14. \_\_\_\_\_ is the largest rural-oriented two-way interpersonal medium in the country for information and feedback sharing between Government and the people.  
A. Directorate of Field Publicity C. Prasar Bharati  
B. Song and Drama Division D. Films Division

15. \_\_\_\_\_ defined as a set of practices that organizations use to contribute to the well-being of their immediate community.  
 A. Social administration C. Corporate Social Responsibility  
 B. Social Accountability D. Community Advocacy
16. Public relations in the field of consumer relations, is often regarded as marketing communications.  
 A. True B. False
17. International Code of Ethics for Public Relations which was adopted by the \_\_\_\_\_ at its 1st National Conference at New Delhi on 21-4-1968.  
 A. PRSI B. IPRA C. PRSA D. None of the specified
18. The role of Public relations in boosting up the consumer delight is accomplished by \_\_\_\_\_.  
 A. Assisting in programmes concerning in consumerism.  
 B. Building customer relationships by offering after sales enhancements.  
 C. Training and motivating the front-liners for smooth delivery of services to customers.  
 D. All the above
19. \_\_\_\_\_ is a professional attempt to influence the legislation/government agencies for the enactment of any policy, or administration of laws and regulations, etc.  
 A. Political Mobilization B. Lobbying C. Advocacy D. Persuasion
20. It is possible to draft more personalized and customized messages to target the audience through \_\_\_\_\_ media  
 A. Television B. Magazines C. Radio D. Social Media

### Descriptive Questions:

Q2. Prevention is better than cure. Justify this statement by discussing about the importance of crisis management and how an organization should be prepared to tackle the unexpected crisis situation. [15]  
 (Or)

Q2. The advance of COVID-19 has triggered a broad-scale mission of "responsibilisation" in the phase of second wave. This means that political leaders, health experts and even celebrities, neighbours and loved ones have called upon us all to act responsibly in order to slow the spread of the virus, and to minimise the damaging effects of the pandemic. And while many people did follow advice and stay at home, those who did not were enough to cause alarm. Therefore Jagruthi, an NGO based in Anand is planning to launch a PR Communication Campaign with the main purpose of creating awareness among common people with respect to the issues like rising death toll, Safety measures, initiating the idea of being responsible etc. The NGO has budget constraints hence depending on Mainstream media would be difficult. Draft a detailed PR communication strategy as PRO for Jagruthi with appropriate campaign name and core message to run this campaign.

Q3. Answer any five questions from the following. Each answer should be minimum of 250 words.  
 (5X5 = 25 Marks)

- 3.1. Corporate Social Responsibility
- 3.2. Advocacy Vs Lobbying
- 3.3. Advertising Vs Public Relations
- 3.4. Importance of Public relations
- 3.5. Fund rising techniques for an NGO
- 3.6. PR strategies to delight the consumers
- 3.7. External Public of Public Relations
- 3.8. Role and Influence of Social Media enabled tools on the Modern PR Industry with examples.
- 3.9. How to maintain good employee relationship
- 3.10. Basic Rules for writing a press release