			CBCS SCHEME	
3	USN			18MBAHR401
			Fourth Semester MBA Degree Examination, Aug./Sept	t. 2020
			Public Relations	à.
			CN 7 GAT	ax. Marks:100
ai	Tim	ie: 3		Iax. Warks. 100
It answers, compulsorily draw diagonal cross lines on the remaining plaint pages. entification, appeal to evaluator and /or equations written eg, $42+8 = 50$, will be treated as malpractice.			Note: Answer any FIVE questions.	
alpra	1	0	What is Public Relation?	(03 Marks)
s m	1	a. b.	Explain Behavioural Public Relations model.	(07 Marks)
ed a			Explain any ten great truths about public relations.	(10 Marks)
reat		c.	Explain any ion great truths about public relations.	
be t	2	a.	What is Situational Theory?	(03 Marks)
hag Nill	2	a. b.	Explain Diffusion theory.	(07 Marks)
0, v		с.	Explain different approaches to conflict resolution.	(10 Marks)
= 5		U.		
2+8	3	a.	What is organizational culture?	(03 Marks)
19 17	5	b.	Explain the steps involved in establishing communication policy.	(07 Marks)
an ei		с.	Explain the different factors influencing organizational change.	(10 Marks)
n u ritte		ς.		
es o Is w	4	a.	What is Corporate Social Responsibility?	(03 Marks)
tion	•	b.	Write a note on emerging challenges of community activism.	(07 Marks)
ross		c.	Discuss guidelines for effective community relations program.	(10 Marks)
ore				
nog nd/pu	5	a.	What do you mean by media relations?	(03 Marks)
or a		b.	Explain the roles played by different media in PR.	(07 Marks)
raw luat		c.	Explain elements of Media Relations Program.	(10 Marks)
eva eva				
l to	6	a.	What is Crisis?	(03 Marks)
pea		b.	Explain types of crisis.	(07 Marks)
com, ap		c.	Explain how people typically respond to issues.	(10 Marks)
tion				
fica	7	a.	What is compromise?	(03 Marks)
enti		b.	Explain community relations process.	(07 Marks)
you of id		c.	Write a note on issues anticipation and scenario technique.	(10 Marks)
Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be	A A A A A A A A A A A A A A A A A A A			onal Women's Day
	8		In the U.S, Johnie Walker launched a female version its Whisky Internation	iconic logo instead
			called Jane Walker. The limited edition bottle features a woman on their of a man, which connected the brand to individuals who also support th	eir commitment to
			of a man, which connected the brand to individuals who also support and	of Jane Walker and
		social progress. In March 2018, Johnie Walker released 250,000 bottles of Jane Walker, a for every bottle sold, they donated \$1 to organizations that empower women. This tangit		
ote :			for every bottle sold, they donaled \$1 to organizations that empower wo	men. This tunglote
Į N			impact helped their campaign gain even more support and publicity. What social cause/agenda does the company propagate in the above case?	(05 Marks)
rtan		a. b.	What social cause/agenda does the company propagate in the above case. Will the strategy work in India? What will be the societal reaction to such	a propaganda
odu		υ.	will the strategy work in mora: what will be the societal reaction to such	(05 Marks)
In		с.	What community activity do you suggest for a Liquor Company in India?	
			triat community activity as year above and the last of the sel	abrata on a Liquor

Allen

c. What community activity do you suggest for a Liquor Company in India? (05 Marks)
d. What other 'Day', instead of International Women's Day, will be celebrate on a Liquor Company in India and why? (05 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. 2 Any revealing of identification anneal to evaluator and /or equations written eq. 42+8 = 50 will be to