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Fourth Semester MBA Degree Examination, June/July 2016
Public Relations

Time: 3 hrs.

Max. Marks:100

SECTION - A*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Define public relations. (03 Marks)
- 2 Define systems theory. (03 Marks)
- 3 What is social media? (03 Marks)
- 4 What is crisis management? (03 Marks)
- 5 What is CSR? (03 Marks)
- 6 Define the functions of PR officer. (03 Marks)
- 7 Define social learning theory. (03 Marks)

SECTION - B*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain PR process. (07 Marks)
- 2 Explain Gratification theory and Agenda setting theory of mass communication in PR. (07 Marks)
- 3 Narrate special employee communication situation in PR. (07 Marks)
- 4 What is the role of media in MR? (07 Marks)
- 5 Explain proactive and reactive approaches of PR. (07 Marks)
- 6 Explain the types of crisis in organizations. (07 Marks)
- 7 Explain two-way symmetrical communication model. (07 Marks)

SECTION - C*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain the 20 great truths about PR. (10 Marks)
- 2 Explain diffusion theory and elaborated likelihood theory of persuasion and social influence of PR. (10 Marks)
- 3 What are the elements of media relations program? (10 Marks)
- 4 What is the role of technology in PR? (10 Marks)
- 5 As a PR specialist, how would you resolve conflicts in your organization? (10 Marks)
- 6 Explain the importance of community relations in PR and highlight the significance of CSR and Philanthropy. (10 Marks)
- 7 What are the components of snapshot communication program at KODAK? (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

PRAT HYDERABAD ASBESTOS COMPANY

The progress and success of any company depends on team work at all levels, particularly between the management and the employees. And the fostering of team spirit, to a large extent depends on the quality and quantity of communication, downward, upward and horizontal. Well managed communication system of a company makes employees feel more secure, confident, more interested in their work, and loyalty to the company. With the rapid development of the industrial township of Faridabad, industries cropped up and hired a workforce, which hailed from surrounding rural areas. One such plant was Hyderabad Asbestos manufacturing asbestos sheets. This brought along a challenge of inducting the employees into the new life style of the industrialised society. Interestingly, enough, such employees lived two lives, one in their centuries old village and the other in the industry. One was rural and the other was urbanized life style. So they found themselves maladjusted posing a serious discipline, productivity and quality problem. The enforcement of industrial discipline posed serious problems as enforcement generated militancy. The vested political interests outside the factory played their own malicious roles to mislead the work force.

The rural life style hung heavily on industrial production. The marriage and harvesting season took toll of production by unscheduled absenteeism mounting to 35 percent on certain days. House keeping and vandalism and typical careless habits of a villager heavily pushed waste figures of the material beyond tolerance. Unions took law in their hands, shouted proactive slogans inside and outside the plant, and one day a few miscreants attacked some managers. The unions slapped an illegal strike and the management had no option but to clamp down a lock-out.

Thanks to the company's faith in the communication system and the need to step up the effort before, during and after the industrial unrest, the steps taken by PR in that direction, stood in good stead. Management held regular meetings to update the supervisors so that they could explain issues to the employees, sent frequent news bulletins to the workers to save the employees from getting misled by undesirable elements.

When after the lock-out employees went away to their villages and were not approachable, the company printed some 10,000 leaflets and distributed in the villages, in the 30 miles radius, through a mobile van to build public opinion. In the meantime, some notorious anti-social elements incited the workforce, who indulged in vandalism and caused considerable damage to the property. The authorities had to intervene to restore order.

To explain, a jumbo sized poster was plastered on the vantage points like markets, panchayats, etc. in the middle of nights fearing hostility, and to make the message reach to the people.

The government conciliation agency brought the management and the unions to the table to resolve matters and the factory opened again after three weeks. The plant director addressed a general assembly of the employees to restore trust and confidence. Public relations played a vital role in preparing the speech and providing the logistics support. To reinforce the public opinion the company officials visited several 'Sar Panchs' to explain their view point to get their support.

Goodwill thus earned, made an assembly of village heads to invite the plant director to hoist the national flag on independence day, which was round the corner. Public relations was all involved in contract work, and the networking carried out in the past paid dividends.

Public relations, who had been in touch with the local press, provided enough information to the journalists, who wrote some favourable articles appreciating the efforts made by the company to restore industrial peace.

1. What are the reasons for industrial rest at the company? (10 Marks)
2. What is the role of PR in restoring the industrial peace in the company? (10 Marks)

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