

CBCS SCHEME

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16MBAHR401

Fourth Semester MBA Degree Examination, June/July 2018 Public Relations

Time: 3 hrs.

Max. Marks: 80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. Briefly write on the term "Public Relations". (02 Marks)
b. Explain Public Service as preventive public relations. (06 Marks)
c. Elucidate on "Working with the media" in public relations. (08 Marks)
- 2 a. Write a short note on "Situational Theory". (02 Marks)
b. Explain "Community Relation Process". (06 Marks)
c. Mention the Fundamental Guidelines for crisis management. (08 Marks)
- 3 a. Add a short note on "Role of Employee communication". (02 Marks)
b. Explain the various approaches to conflict resolution. (06 Marks)
c. Discuss the criteria for community relation activities. (08 Marks)
- 4 a. List out the ways in which Philanthropic support is provided. (02 Marks)
b. Explain the role of media in public relations. (06 Marks)
c. Enumerate the various models of public relations. (08 Marks)
- 5 a. What is "Social Media"? (02 Marks)
b. Explain the process of public relations. (06 Marks)
c. Elaborate on occasional and special media. (08 Marks)
- 6 a. Point out the four basic causes of business crisis. (02 Marks)
b. Describe on special employee communication situation. (06 Marks)
c. Elaborate on behavioural public relations model. (08 Marks)
- 7 a. Write a short note on "Media Relations". (02 Marks)
b. Explain "Social Influence Theory" in public relations. (06 Marks)
c. Enumerate the role of technology in public relations. (08 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 treated as malpractice.

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8 Case Study : (Compulsory)

Shirley and Feroz both work for a software development company. The manager of the new product division was originally the leader of a project team for which she interviewed and hired Feroz. Shirley another project team member also interviewed Feroz but strongly opposed hiring him for the project because she thought he was not competent to do the job.

Seven months after Feroz was hired, the manager left the project to start her own company and recommended that Feroz and Shirley serve as joint project leaders. Shirley agreed reluctantly with the stipulation that it be made clear she was not working for Feroz. The general manager consented : Shirley and Feroz were to share the project leadership.

Within a month Shirley was angry because Feroz was representing himself to others as the leader of entire project and giving the impression that Shirley was working for him. Now Shirley and Feroz are meeting with you to see if you can help them resolve conflict between them.

Shirley says, "Right after the Joint leadership arrangement was reached with the general manager, Feroz called a meeting of the project team without even consulting me about the time or content. He just told me when it was being held and said I should be there. At the meeting, Feroz reviewed everyday's duties, line by line including mine, treating me as just another team member working for him" Feroz says, "Shirley is all hung up with feelings of power and titles. Just because I sign myself as project director does not mean that she is working for me. I do not see anything to get excited about. What differences does it make? She is too sensitive about everything. I call a meeting and right away she thinks I am trying to run everything. Shirley has other things to do, other Project to run so she does not pay too much attention to this one. She mostly lets things slide. But when I take the initiative to set up a meeting she starts jumping up and down about how I am trying to make her work for me.

Questions:

- Feroz and Shirley seem to have several conflicts occurring simultaneously. Identify as many of these individual conflicts as possible. (04 Marks)
- Are there any general statements you can make about the overall nature of the conflict between Feroz and Shirley? (04 Marks)
- What are the possible ways to deal with conflict between them? (08 Marks)

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