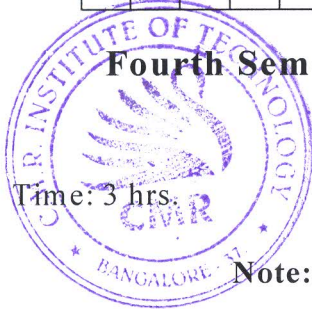


CBCS SCHEME

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16MBAHR401



Fourth Semester MBA Degree Examination, Dec.2018/Jan.2019

Public Relations

Time: 3 hrs.

Max. Marks:80

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

- 1 a. Define Public Relations. (02 Marks)
b. Explain the functions of PR officer. (06 Marks)
c. Narrate 20 Great Truths about PR. (08 Marks)
- 2 a. Define Systems theory. (02 Marks)
b. Explain Models of PR. (06 Marks)
c. Explain the theory of Persuasion and Social influence. (08 Marks)
- 3 a. Define the role of PR in employee communication. (02 Marks)
b. Explain the role of Front line supervisors as key communicators. (06 Marks)
c. Narrate special employee communication situations. (08 Marks)
- 4 a. Define Community Relations. (02 Marks)
b. Explain the importance of community relations in PR. (06 Marks)
c. Narrate the guidelines for effective Community Relations program. (08 Marks)
- 5 a. Define Media Relations. (02 Marks)
b. Explain the role of Media in PR. (06 Marks)
c. Narrate Media Relations program elements. (08 Marks)
- 6 a. Define Crisis. (02 Marks)
b. Explain types of Special Interest Groups. (06 Marks)
c. Narrate types of issues in PR. (08 Marks)
- 7 a. Outline challenges of PR. (02 Marks)
b. Explain the role of PR officer in Communication during crisis. (06 Marks)
c. Narrate the Fundamental guidelines for PR in Crisis Management. (08 Marks)
- 8 **CASE STUDY** (Compulsory) :

Indian food inspectors order Nestle India to recall a batch of Maggi Noodles from the northern Indian state of Uttar Pradesh claiming that tests have found Maggi instant noodles "Unsafe and Hazardous" and accused Nestle of failing to comply with food safety law. A statement on their website said that "the quality and safety of our products are the top priorities for our company. We have in place strict food safety and quality controls at our Maggi factories. We do not add MSG to Maggi noodles and glutamate, if present, may come from naturally occurring sources. We are surprised with the content supposedly found in the sample as we monitor the lead content regularly as a part of the regulatory requirements".

Nestle continues to keep its customers upto date on the investigation into the safety of Maggi Noodles in India. Nestle uses Twitter and Facebook to answer customers questions about the levels of MSG and lead found in their noodles. The company continues to re – assure customers that the noodles are safe and that they are a transparent company working closely with authorities in India to resolve the issue. Nestle explains the science behind the tests, what lead and MSG are and gives an informative breakdown of the ingredients in their product.

Questions :

- a. Narrate the communication tactics used by Nestle. (04 Marks)
- b. If you were the PR expert at Nestle, what would you do? (04 Marks)
- c. How would you react to Nestlé’s approach as target audience / public? (04 Marks)
- d. Suggest effective communication strategy to Nestle to regain the confidence of customers. (04 Marks)

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