

CMR INSTITUTE OF TECHNOLOGY		USN								
Answer Key-Internal Assessment Test - I										
Sub:	Public Relations						Code:	18MBA HR401		
Date :	04/05/2021	Duration:	90 mins	Max Marks:	50	Sem :	IV	Branch:	MBA	
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									CO	RBT
Part A -Answer Any Two Full Questions (20*02=40 Marks)										
1(a))	What do you mean by “Public Relations”? Answer: The practice of maintaining a healthy relationship between organization and its public/employees/stakeholders/investors/partners is called public relations. Public relation activities ensure the correct flow of information between the organization and its public also called its target audience. Public relations goes a long way in maintaining the brand image of an organization in the eyes of its audience, stake holders, investors and all others who are associated with it.						[03]	CO 1	L1	

<p>(b)</p>	<p>Explain the importance of communication in Public Relations.</p> <p>Answer:</p> <p>Public relations refers to the practice of enhancing an organization's reputation in the eyes of public, stakeholders, employees, investors and all others associated with it. Public relations experts are specially hired by organizations who work hard towards maintaining brand image of organization.</p> <p>Communication plays an essential role in effective public relations. Two way communication between both the parties is essential and information must flow in its desired form between the organization and public. The receiver must understand what the sender intends to communicate for an effective public relation. The receivers (public, target audience, stakeholders, employees, investors) must clearly understand the sender's message. (organization in this case).</p> <p>The message/information needs to create an impact in the minds of customers for an effective brand positioning. Communication needs to have a strong influence on the target audience for them to remain loyal towards the organization.</p> <p>In public relations, the receivers play a crucial role than the sender. The sender (organization) must ensure that the receivers interpret the information correctly and also give necessary feedbacks and reviews. It is really essential for the sender to understand its target audience. Public relations experts must do extensive research and gather as much information as they can before planning any public relation activity. Public relation activities would go unnoticed if receivers to not understand it well. Public relation activities must be designed keeping in mind the benefits of the target audience for a better brand positioning.</p>	<p>[07]</p>	<p>CO 3</p>	<p>L4</p>
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(c)	<p>Describe the Proactive and Reactive Approaches.</p> <p>Answer:</p> <p>Proactive PR</p> <p>When creating your DIY PR plan as a small business it should be centred on a proactive approach, seeking opportunities and actively promoting your brand to your target audience.</p> <p>Firstly, create content and stories that promote your brand, products and company in a positive light. Use engaging case studies, quotes and stories to attract your target audience and show them who you are and what you do.</p> <p>Secondly, consider timing. When is best to release your content in order to ensure the best pick up. Whether this includes developments within the business itself, such as a new partnership or investment, or whether you piggy-back off key news events, create a PR content calendar to track the right time to send your release.</p> <p>Thirdly, look for comment and interview opportunities on social media and online PR platforms. Offer yourself as an expert in your field, positioning yourself and your brand as trustworthy and credible.</p> <p>By doing this you can create an overall positive brand image.</p> <p>However, it is also important to consider reactive PR, preparing how to respond to negative reports and counteract bad press.</p> <p>Reactive PR</p> <p>Three things to have in mind when preparing your reactive PR plan are your audience, brand and having a clear point.</p> <p>Firstly, who is your audience and what would they expect you to say? The skill is ‘talking’ to them in their language, with a message that they understand and will accept as reasonable. It is much better to acknowledge a short-coming and say sorry than it is to avoid taking responsibility.</p> <p>Secondly, think about your brand and what it stands for. By all means, say sorry, but also take the opportunity of reminding your audience that your brand cares, and make sure you are clear in what it does.</p> <p>Thirdly, stick to the point. Especially when something has gone wrong, journalists will try to extract quotes from you that will add fuel to their story. Don’t let them put words into your mouth, and don’t let them take you into topics that are not relevant, or that you simply don’t want to talk about.</p> <p>From considering the above you will be prepared with what you want to say, be able to anticipate the questions you don’t want to be asked and have ‘close down’ answers ready.</p>	[10]	CO 1	L2

2(a))	<p>Discuss the functions of public relations.</p> <p>Answer</p> <p>Functions of public relations:</p> <ul style="list-style-type: none"> • Public Relations is establishing the relationship among the two groups (organisation and public). • Art or Science of developing reciprocal understanding and goodwill. • It analyses the public perception & attitude, identifies the organisation policy with public interest and then executes the programmes for communication with the public 	[03]	CO 1	L2
(b)	<p>Write detailed note on Public Relation Activities.</p> <p>Answer:</p> <p>Public Relation Activities</p> <p>Here are some ways of enhancing an organization's brand image:</p> <ol style="list-style-type: none"> 1. Addressing the media 2. Speaking at various press conferences, seminars. 3. Advertisements to correctly position the brand, Pamphlets, Brochures, magazines notices, newsletters and so on. 4. Corporate Social responsibility(CSR Activities) 5. Introducing various loyalty schemes for customers like membership cards, premium clubs so as to retain the customers. 6. Various events, shows and activities. 	[07]	CO 1	L5

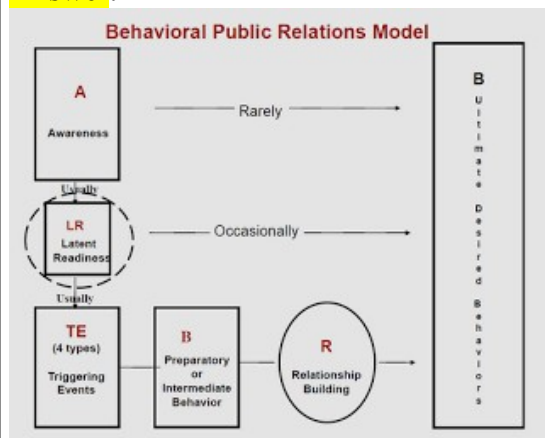
(c) Briefly discuss the “Behavioral Public Relations Model”.

[10]

CO
1

L2

Answer:



The Five Steps toward Behavioral Change

A focus on behavioral change is at the core of Pat Jackson's model of public relations. According to Jackson, the process of changing the public's behavior happens in five steps: (1) building awareness, (2) developing a latent readiness, (3) a triggering event, (4) engaging in intermediate behavior, and (5) making behavioral change. Let us look at each of these five steps:

1. *Building awareness* -- This first step is perhaps the most obvious. For ideas to spread, you have to share them with others. This is exactly what Jackson's first step entails. Whether information about an issue or idea is spread through the mass media or by word of mouth, the information needs to be available for public consumption.

2. *Developing a latent readiness* -- Once the information has reached the public, people begin to form opinions on the issue. Different people may reach different opinions of differing strengths, based on their personalities, values, and prior beliefs. Those with stronger opinions in favor of the idea fully reach the stage of **latent readiness**, meaning that they are potentially ready to act on their opinion.

3. *Triggering event* -- This is an event or occurrence that is likely to move those with a latent readiness to action. The event could be something natural and/or unplanned by the public relations team (e.g., a hurricane, a virus outbreak, a terrorist attack, etc.), or it could be something created by PR representatives specifically to encourage those people predisposed to action to finally take steps toward the desired behavior (e.g., weight-loss challenge, fundraising drive, contest, sales event, etc.).

4. *Intermediate behaviors* -- These are the 'little steps' that people take when they are considering the larger behavioral change. These steps could include inquiry calls, taking brochures, signing up for free trial periods, etc. Although these little steps are not the ultimate behavioral goal PR executives hope the public will reach, they are important to note. Keeping track of these intermediate behaviors will help to determine how well a message has been received by the public and how many people are on the cusp of taking the ultimately desired action.

3(a))	<p>What is “Two way symmetrical Communications Model”?</p> <p>Answer:</p> <p>Two way Symmetrical Model</p> <p>Two way symmetrical model of public relations is an ideal way of enhancing an organization’s reputation among the target audience. According to two way symmetrical model, public relations experts depend on two way communication to position their brand among end-users. Free flow of information takes place between the organization and its stake holders, employees, investors and vice-a-versa. Conflicts and misunderstandings are resolved through mutual discussions and communication. A two way communication takes place between both the parties and information flows in its desired form. The feedback from stakeholders and target audiences are also taken into consideration.</p>	[03]	CO 3	L1

3(b))	<p>Describe the Public Relations Process in detail.</p> <p>Answer:</p> <p>Public Relations Process:</p> <p>RACE is an effective process to follow when developing a strategic PR plan if you want to have a strong and mutually beneficial relationship with your publics. The R.A.C.E process encompasses the following 4 phases: Research, Action and planning, Communication and relationship building and Evaluation.</p> <p>Now, let's take a look at each step.</p> <p>RESEARCH</p> <p>Both formal and informal research with internal and external stakeholders is required to define the problem or opportunity.</p> <p>You should be able to answer the “Who?” “What?” and “Why?” for your organization’s situation. A good starting point in gathering research is noting what other organizations have done in the past given similar circumstances. How can you ensure your findings are reliable? Make sure you are gathering your information methodically. It is important to mention that in this phase you should search for any possible assumptions and consequences the public might make.</p> <p>ACTION AND PLANNING</p> <p>This step is essentially strategizing and creating the plan. Dr. Hongmei Shen, PR author and researcher, recommends using S.M.A.R.T. objectives to set goals for a program based on research and analysis. Shen recommends having a:</p> <ul style="list-style-type: none"> • Specific (purpose) • Measurable (outcomes) • Attainable (objective) • Realistic (goal) • Time (available and necessary) <p>Following this model allows for structure and a clear estimation of a goal's attainability. Your action and planning are necessary to gage measurable results! Follow these S.M.A.R.T. objectives and you'll avoid falling off track.</p> <p>COMMUNICATION AND RELATIONSHIP BUILDING</p> <p>Relying on that two-way symmetrical communication, build mutually beneficial relationships with your publics. Full disclosure, honesty, and transparency are vital to building consumer trust. It’s not enough to just send messages anymore, there should be an ongoing conversation. Maintaining focus on social responsibility should be a high priority in creating positive relationships.</p>	[07]	CO 1	L2
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(c)	<p>Discuss the 20 great truths about Public Relations.</p> <p>Answer</p> <p><u>20 great truths about Public Relations:</u></p> <ol style="list-style-type: none"> 1. The long-term security of the organization is far more important than the short-term expediency. 2. Perception is reality, facts notwithstanding. 3. Unfulfilled expectations create most PR problems. 4. Planning and preparation are invaluable. When disaster strikes, it's too late to prepare a crisis plan or build a legacy of trust. 5. The value of research is inestimable. <ol style="list-style-type: none"> a) Every planned PR program should start and end with research. b) Every PR plan should evolve from research. c) Research should be conducted every step of the program. 6. PR needs to always play its position and let other departments play theirs. 7. Communication must always follow performance. 8. PR frequently turns on timing. Knowing when to act is as important as knowing what to do. 9. If your client, product or organization is challenged: <ol style="list-style-type: none"> a) Don't ignore the challenge. b) If the challenge is unfair, fight back as hard as you can. c) If the challenge has merit, fight for corrective actions. 10. The media/PR relationship will never be better than "professional." There are no favors for free lunches. 11. Ad hoc pressure groups won't give up or go away. You have to deal with them or they will consume you in the media. 12. PR has to be involved from the beginning to have maximum impact. 13. Full and complete disclosure and communication is the best way to keep from getting greedy when entrusted with the public's money. 14. Doing the right thing is more important than doing the "thing right." There is no such thing as "corporate" ethics. People are either ethical or they aren't, and these people determine the ethics of the organization. 15. If you have to say something, the truth is always best. 16. Appeals to self-interest are seldom unrewarded. 17. Involvement in the planning stages provides "ownership" and support. 18. If top management is not sold, the project will never succeed. 19. Absent trustworthy information, people assume the worst. Rumors thrive in the vacuum of no information. 20. Most negatives can become positives with a little creative effort and a lot of hard work. 	[10]	CO 1	L2
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Part B - Compulsory (02*05=10 marks)										
4	<p>Amul v/s Neha Tomar</p> <p>Gurgaon resident Neha Tomar had a strange experience with a packet of Amul Gold milk, which she decided to share on Facebook. Amul, being the social savvy brand that it is, replied back promptly with a post of their own, along with a video clarification explaining what they called “stretching property of milk”. It was fine till here, but Amul then made some interesting accusations. It said that the customer was using her “official capacity” to make the complaint. Amul also claimed that the pictures and post by Tomar were posted on October 9, 2014, a day prior to her actually having the problems and the date had been subsequently changed. Amul got pats on the back by users for its prompt response and the matter might have ended there but then things got murkier.</p> <p>Neha Tomar denied both allegations and some observant users theorized that the screenshot posted by Amul to support their claim could have been tampered with by pointing out irregularities in the photos shared by Amul. Tomar, on her part, posted a lengthy reply in the comments section of the post, expressing her disappointment and accusing Amul of misrepresenting facts</p> <p>Questions</p>									
(a)	Discuss the role of media in maintaining public relations.						[05]	CO 2	L2	
(b)	What remedial step would you have taken as public relation officer?						[05]	CO 2	L1	
Course Outcomes				PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1:	To demonstrate an understanding of the fundamentals tools of public relations practices			1a, 1c, 2a, 2c		2b 3b		3c		
CO2:	To describe the various emerging trends in the field of public relations.			4b	4a					
CO3:	To analyze the importance of employee communication and organizational change.						1b, 3a			
CO4:	To evaluate the importance of community relations									

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend

L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

*PO1 - Knowledge application; PO2 - Analytical and logical thinking; PO3 - Team work;
PO4 - Leadership; PO5 - life-long learning; PO6 - Analyze and practice aspects of business; PO7- Personal and Societal growth;*