

CMR INSTITUTE OF TECHNOLOGY		USN							
Answer Key-Internal Assesment Test - II									
Sub:	Public Relations						Code:	17MBA HR401	
Date:	09/06/2021	Duration:	90 mins	Max Marks:	50	Sem:	IV	Branch:	MBA
							Mark s	OBE	
								CO	RBT
Part A -Answer Any Two Full Questions (20*02=40 Marks)									
1(a)	What do you mean by “System”? Answer: System is a set of interacting units that endures through time within an established boundary by responding and adjusting to change pressures from the environment to achieve and maintain goal states						[03]	CO 1	L1
(b)	Briefly discuss “System Theory” of Relationship. Answer: <i>Four Elements of Systems Theory</i> <ul style="list-style-type: none"> • Input = Incoming information identifying problem (loss of equilibrium with interpenetrating systems within the environment) • Throughput = Processing of information • Output = Response from organization; outgoing messages to restore equilibrium; creates new equilibrium. Proactive or reactive • Feedback = Response from environment; indication if problem has been solved. 						[07]	CO 3	L4

(c)	<p>Discuss the “Situational Theory” of public relations.</p> <p>Answer:</p> <p>Proactive PR Situational Theory of Public Relations (by J. E. Grunig in 1968)</p> <ul style="list-style-type: none"> • According to Grunig, a professor at the University of Maryland, College Park • The Situational Theory of Publics outlines how audiences can be identified, and then classified, based on their level of awareness of a problem. <p>Let’s use the scenario of a toy manufacturer unintentionally produced harmful toys, which affects the children and their parents who bought the toys</p> <p>Public #1: Unaware</p> <ul style="list-style-type: none"> • The first public is impacted by the crisis but not aware. Therefore the kids and parents who possess the toy do not know it is harmful. <p>Public #2: Aware</p> <ul style="list-style-type: none"> • This public is aware of the toy crisis and understand that the toys they own are harmful. <p>Public #3: Aware & Actionable</p> <ul style="list-style-type: none"> • The final public is the most engaged, as they are aware of the harmful toys and seek to take action against the manufacturer. 	[10]	CO 1	L2
2(a)	<p>Differentiate between intrapersonal & interpersonal communication</p> <p>Answer</p> <p>Inter-" is a prefix meaning "between"; something that is "interpersonal" takes place <i>between</i> people. "Intra-" is a prefix meaning "within"; something that is "intrapersonal" takes place inside one individual. Someone that is great at interpersonal communication is great at talking to others. Someone who has great intrapersonal awareness has a very solid sense of their own identity and personality.</p>	[03]	CO 1	L2

(b)	<p>Write detailed note on Public Relations roles.</p> <p>Answer:</p> <p>Glen Broom and David Dozier have studied public relations roles for more than 20 years.</p> <ol style="list-style-type: none"> 1. The technician <ul style="list-style-type: none"> • The technician role represents the craft side of public relations <ul style="list-style-type: none"> ❖ Writing ❖ Editing ❖ taking photos ❖ handling communication ❖ running special events ❖ and making telephone calls to the media. • These activities focus on the implementation of the management’s overall communication strategies. 2. The manager. <ul style="list-style-type: none"> • The manager role focuses on activities that help identify and solve public relations problems. • <i>Expert prescriber: the person who operates as a consultant to define the problem, suggests options, and oversees implementation.</i> • <i>Communication facilitator: the person on the boundary between the organization and its environment who keeps two-way communication flowing.</i> • <i>Problem-solving facilitator: the person who partners with senior management to identify and solve problems</i> 	[07]	CO 1	L5
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(c) Briefly discuss the “Elaborated Likelihood Theory”

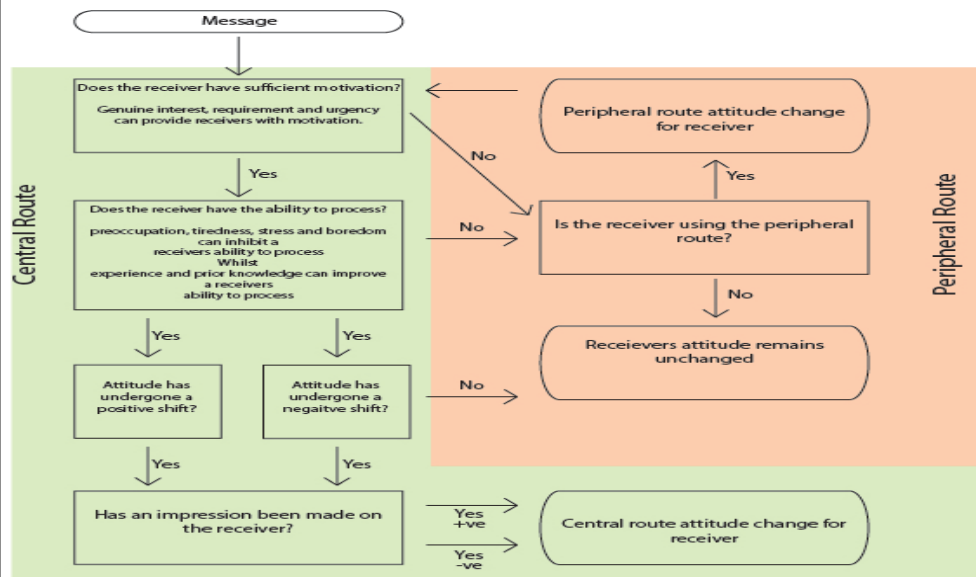
[10]

CO
1

L2

Answer:

- Elaboration involves cognitive processes such as evaluation, recall, critical judgment, and inferential judgment.



Central Route

- It requires more involvement from the part of reader or viewer.
- The receiver of the message carefully analyze the message and think of it in every possible angle.
- Active participation is vital also his motivation and ability to think.
- In simple it can be said that the receiver should care about the message and subject matter.

Peripheral Route

- The peripheral route is weak and the involvement of the receiver will be low.
- The message sent through peripheral route is not analyzed cognitively.
- Here the receiver of the message is not sure whether to agree with the message or to disagree.
- and this is where packing, marketing, advertising and PR does their job.

3(a))	<p>What do you mean by “Organizational Culture”?</p> <p>Answer:</p> <p>Organizational culture includes an organization’s expectations, experiences, philosophy, as well as the values that guide member behavior, and is expressed in member self-image, inner workings, interactions with the outside world, and future expectations. Culture is based on shared attitudes, beliefs, customs, and written and unwritten rules that have been developed over time and are considered valid</p>	[03]	CO 3	L1
3(b))	<p>Describe the Importance of employee communication</p> <p>Answer:</p> <p>Importance of employee communication</p> <ul style="list-style-type: none"> • Effective Employee Communication Promotes good working environment • Effective Employee Communication Improves Productivity Effective Employee Communication Improves Job Satisfaction Effective Employee Communication Ensures Consistency . • Effective Employee Communication Improves Working Relationships • Effective Employee Communication Promotes Positive Attitude towards Change • Effective Employee Communication Improves Employee Morale <p>Best performing organizations around the world have the most engaged and productive employees.</p> <p>A proper communication system makes possible in improving the efficiency and enhancing communication in the organization that will certainly help you increase productivity, boost morale and also retain them.</p>	[07]	CO 1	L2
(c)	<p>Briefly discuss the “Agenda Setting Theory” of mass communication..</p> <p>Answer</p> <p>“Agenda Setting Theory”</p> <ul style="list-style-type: none"> • Suggests that media content that people read, see, and listen to set the agendas for society’s discussion and interaction. • Bernard Cohen noted that although the media can’t tell people what to think, they are stunningly successful in telling them what to think about. • Media can set the agenda for what we talk and think about. 	[10]	CO 1	L2
<p>Part B - Compulsory (02*05=10 marks)</p>				

4	Suppose “You have been fortunate to get a paid internship at ABC Ltd (a FMCG Co.), where you are supposed to work under the Public Relations Manager, Marissa. As a part of companies CSR, Marissa this year wants to do something for society. For this she has asked you to design a social project”. Questions			
(a)	What all media will you use to communicate with various publics? Sheet attached	[05]	CO 2	L2
(b)	Who will be the internal and external publics for your project? How would you involve them? Sheet attached	[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;