CMR INSTITUTE OF TECHNOLOGY	USN		
	Answer Key-Internal Assesment Test - III		
Sub: **Public Relations**		Code:	**18MBA HR401**

Date:	16/07/2021	Duration:	90 mins	Max Marks:	50	Sem:	IV	Branch:	MBA

		Marks	OBE	
			CO	RBT
	Part A -Answer Any Two Full Questions (20*02=40 Marks)			
1(a)	What do you mean by "Community Relations"? **Answer:** Community relations refers to the various methods companies use to establish and maintain a mutually beneficial relationship with the communities in which they operate. The underlying principal of community relations is that when a company accepts its civic responsibility and takes an active interest in the well-being of its community, then it gains a number of long-term benefits in terms of community support, loyalty, and good will. "Community involvement builds public image and employee morale, and fosters a sense of teamwork that is essential in long-term success," Lisa Desatnik noted in *Cincinnati Business Journal*.	[03]	CO 3	L1
(b)	Briefly discuss "Community Relations Process". **Answer:** 	[07]	CO 3	L2

(c)	Discuss the guidelines for effective relations programs.. 1. **Know your audience.** 2. **Be a patient storyteller.** 3. **Focus on outcomes over activities.** 4. **Know the difference between stories and news.** 5. **Go beyond the echo chamber.** 6. **Be humble.** 7. **Under promise and over deliver.** 8. **Have a call to action.** 9. **Public relations is not an island.** 10. **Require the requirements.**	[10]	CO 3	L2
2(a)	What do you mean by "Corporate Social Responsibility"? Answer Corporate social responsibility (CSR) is how companies manage their business processes to produce an overall positive impact on society. It covers sustainability, social impact and ethics, and done correctly should be about core business - how companies make their money - not just add-on extras such as philanthropy.	[03]	CO 3	L2
(b)	Write detailed note on role of media in Public Relations Answer: **PR pros are the "middle men/women" between companies and the media #Media Relations:** PR teams use creative storytelling to portray a company's point of view to gain public exposure. This can be achieved through a number of tactics, including social media, special events, or tailoring messaging on the company's website. Another way to accomplish PR goals? Media Relations. **Media relations is one of the key phalanges to the hand of #PR:** Media Relations is an aspect of public relations. The terms are not interchangeable as media relations focuses solely on the relationship between the company and the media. They use different media outlets and coverage to tell the company's story, rather than directly engaging with the publics and key stakeholders.	[07]	CO 3	L5

(c)	Briefly discuss the "Role of Technology in Public Relations **Answer**: ecently, the biggest impact has been on measurement and metrics, and how we can use technology to measure impact more accurately. It's not just, "What is the raw reach of the story?" anymore, it's "Who shared it on social, and how many people did those people reach? Can we measure that? Can we track that? What are the sentiments resulting from this?" However, technology can play a larger role beyond this. 1. **Simplifying ways to test and measure** For press releases, the approach to messaging thus far has been more one-size-fits-all. Agencies aren't creating seven different versions of a press release, there's just the one ideal form. But as digital marketing tools have become more sophisticated, the doors to customization in PR have been opened. For example, agencies now have the ability to target different messages by varying geographic regions. **2. Tracking media relations** A longstanding question in PR is when is the ideal to time interact with journalists, so as to boost placement? Technology can help provide insights into both the day and time of day that a writer is most responsive. Further, technology can assist in the actual pitch process by tracking how journalists interact with emails, informing agencies whether they are interested even before they respond. **3. Integration of technologists** Of all marketing disciplines, PR has traditionally been the least technologically-driven and the least data-driven. However, all of these disciplines are becoming more and more integrated through time — technology being the catalyst for this movement — and so there's a lot of room for innovation in PR.	[10]	CO 4	L2
3(a)	What do you mean by "Crisis Management"? **Answer**: Crisis management is a situation-based management system that includes clear roles and responsibilities and process related organisational requirements company-wide. The response shall include action in the following areas: Crisis prevention, crisis assessment, crisis handling and crisis termination. The aim of crisis management is to be well prepared for crisis, ensure a rapid and adequate response to the crisis, maintaining clear lines of reporting and communication in the event of crisis and agreeing rules for crisis termination.	[03]	CO 3	L1

3(b)	Briefly discuss different types of issues & impact on organization <mark>Answer</mark>:	[07]	CO 4	L2
	Importance of employee communication			
	- 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			
	Best performing organizations around the world have the most engaged and productive employees.			
	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.			
(c)	What do you mean by Issue Anticipation team? Briefly discuss its benefits.. <mark>Answer</mark> **"The way to avoid issues is to see them coming and to find ways to reach accommodation before they become public and hot.**	[10]	CO 4	L2
	Part B - Compulsory (02*05=10 marks)			
(a)	How do you address the media and public about the fatality & injuries to the three young men?	[05]	CO 3,4	L4
(b)	How do you handle your communication with the families of the boys?	[05]	CO 3	L5

Course Outcomes		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	
CO1:	To demonstrate an understanding of the fundamentals tools of public relations practices								
CO2:	To describe the various emerging trends in the field of public relations.								

CO3:	To analyze the importance of employee communication and organizational change.	1a, b,c, 3a			2a, b			
CO4:	To evaluate the importance of community relations	2c				3b, c	4a, b	

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*;