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14MBAHR407

Fourth Semester MBA Degree Examination, June/July 2017

Public Relation

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Enumerate the difference between Proactive and Reactive Public Relation. (03 Marks)
- 2 Who are Latent Public? (03 Marks)
- 3 List out the purpose of employer communication. (03 Marks)
- 4 Define Corporate Social Responsibility. (03 Marks)
- 5 What do you understand by Media Relation? (03 Marks)
- 6 What is a Global Industry? (03 Marks)
- 7 Enumerate the three elements common the crisis. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Discuss the various functions of Public Relation. (07 Marks)
- 2 Explain the Diffusion theory of Public Relation. (07 Marks)
- 3 Discuss types of audiences. Enumerate the 3 elements to define target audience. (07 Marks)
- 4 Enumerate the roles of Public Relation in Community Relation. (07 Marks)
- 5 Discuss the criteria a company should follow while working with the media. (07 Marks)
- 6 What is Social Media? Discuss its characteristics. (07 Marks)
- 7 Write a short note on the Inter – linkage between Human nature and Crisis management. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Discuss the process of Public Relation using RACE model. (10 Marks)
- 2 Explain the Pat Jackson Behavioral model of Public Relation, with a neat diagram. (10 Marks)
- 3 Discuss the Elaborated Livelihood theory of Public Relation through an example. (10 Marks)
- 4 Discuss the Community Relation Process citing suitable example. (10 Marks)

- 5 Discuss the various issues in Public Relation. (10 Marks)
- 6 Discuss the 08 types of crisis outlined by Lerbinger, with example. (10 Marks)
- 7 Explain the guidelines to handle crisis. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]
TYLENOL TRAGEDY

In 1982, Johnson & Johnson (J & J) faced a major crisis that had the potential to send the company into financial ruin.

Sealed bottles were tampered with an extra – strength. Tylenol capsules were replaced with cyanide – laced capsules. These bottles were then resealed and placed on shelves of pharmacies in the Chicago area. Seven people died as a result. J & J was called upon to explain why its products were killing people.

Company chairman James Burks immediately formed a 7 – member strategy team with goal of determining how best to protect people, how to save the product and to alert consumer nationwide. Consumer safety was their first priority. They stopped the production unit of the company. J & J used both PR and advertising to communicate their strategy, keeping customers informed. They set up helpline numbers to answer customer queries and concerns.

They established a toll – free lines for news outlets. This line also included taped daily updates. They held press conference at corporate headquarters and set up a television video feed via satellite to New York.

The chairman went on “60 minutes” and the “Donative” show to share the company’s strategy.

J & J presented an industry first – triple safety seal packing that included a glued outer box, a plastic seal over the bottle’s neck and a foil seal over the bottle’s mouth. Tylenol released the tamper – resistant packaging just 6 months after the crises occurred.

Questions :

1. Discuss the various strategies adopted by J & J to tackle the crises. (13 Marks)
2. Do the strategies boost consumer confidence back in J & J? Why or why not? Give reasons for your answer. (07 Marks)
