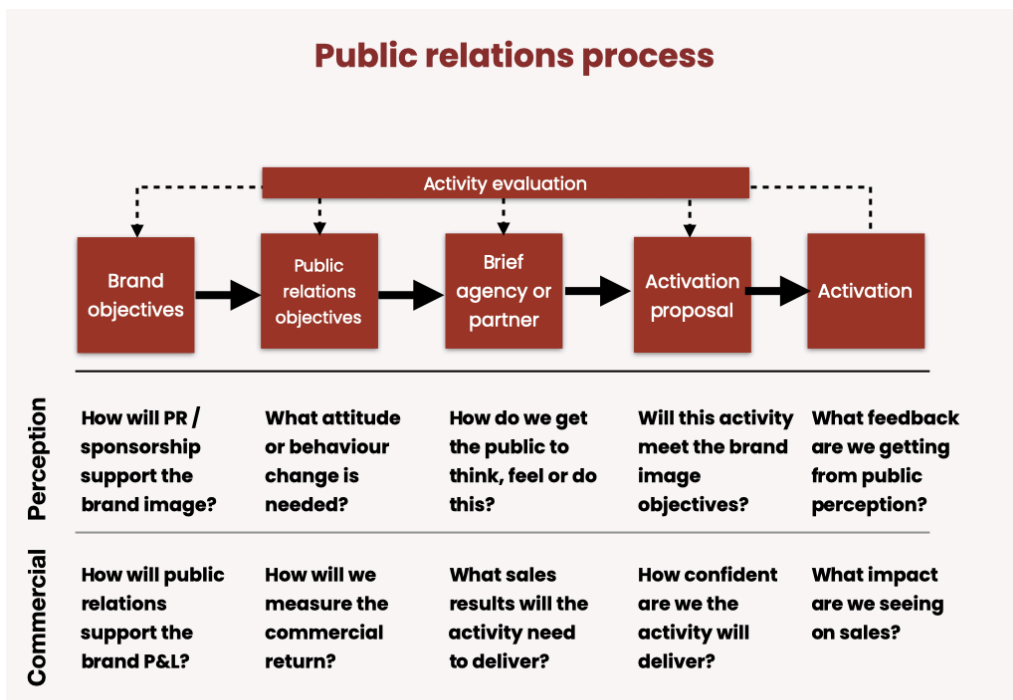


4th Semester MBA Degree Examination ,July/August 2021
Subject: Public Relations
Code: 18MBAH401

1a. Define public relations?

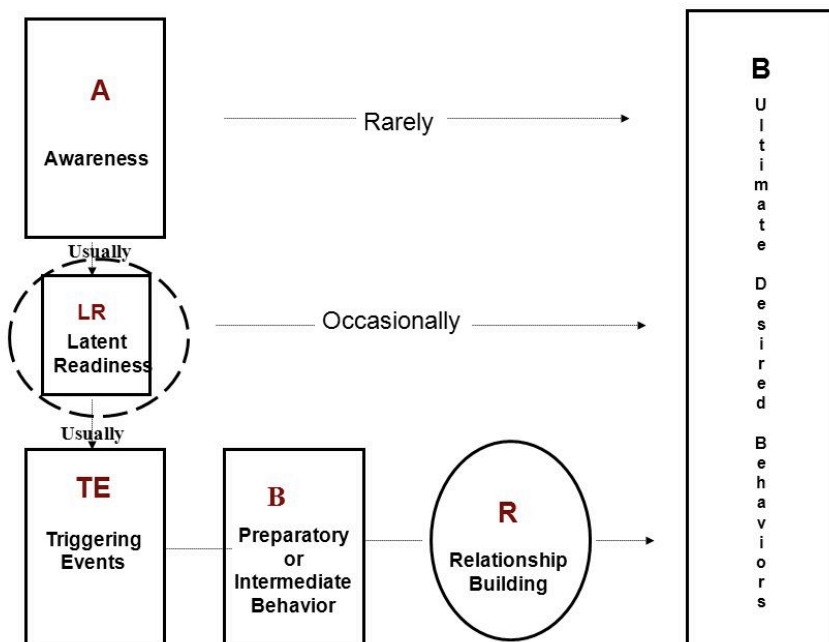
Public relations (PR) refer to the variety of activities conducted by a company to promote and protect the image of the company, its products and policies in the eyes of the public.

1b.Explain public relations process



1c. Explain with diagram behavioural public relation model.

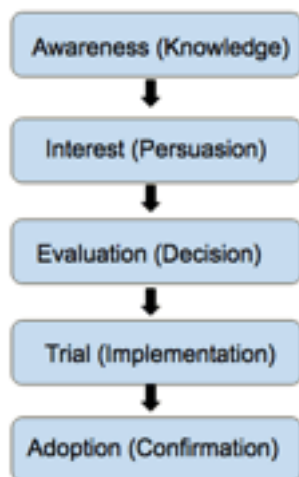
Behavioral Public Relations Model



2a. Write a note on system theory?

The view of organizations as open social systems that must interact with their environments in order to survive is known as the systems theory approach. Organizations depend on their environments for several essential resources: customers who purchase the product or service, suppliers who provide materials, employees who provide labor or management, shareholders who invest, and governments that regulate. According to Cutlip, Center, and Broom, public relations' essential role is to help organizations adjust and adapt to changes in an organization's environment.

2b. Explain diffusion theory



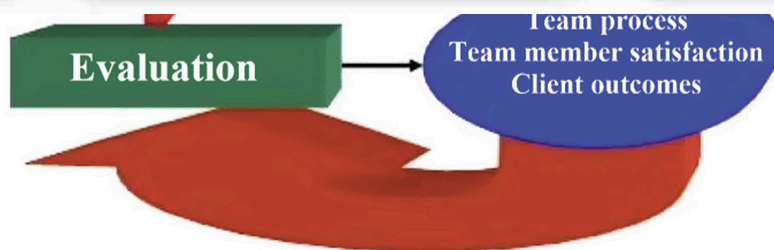
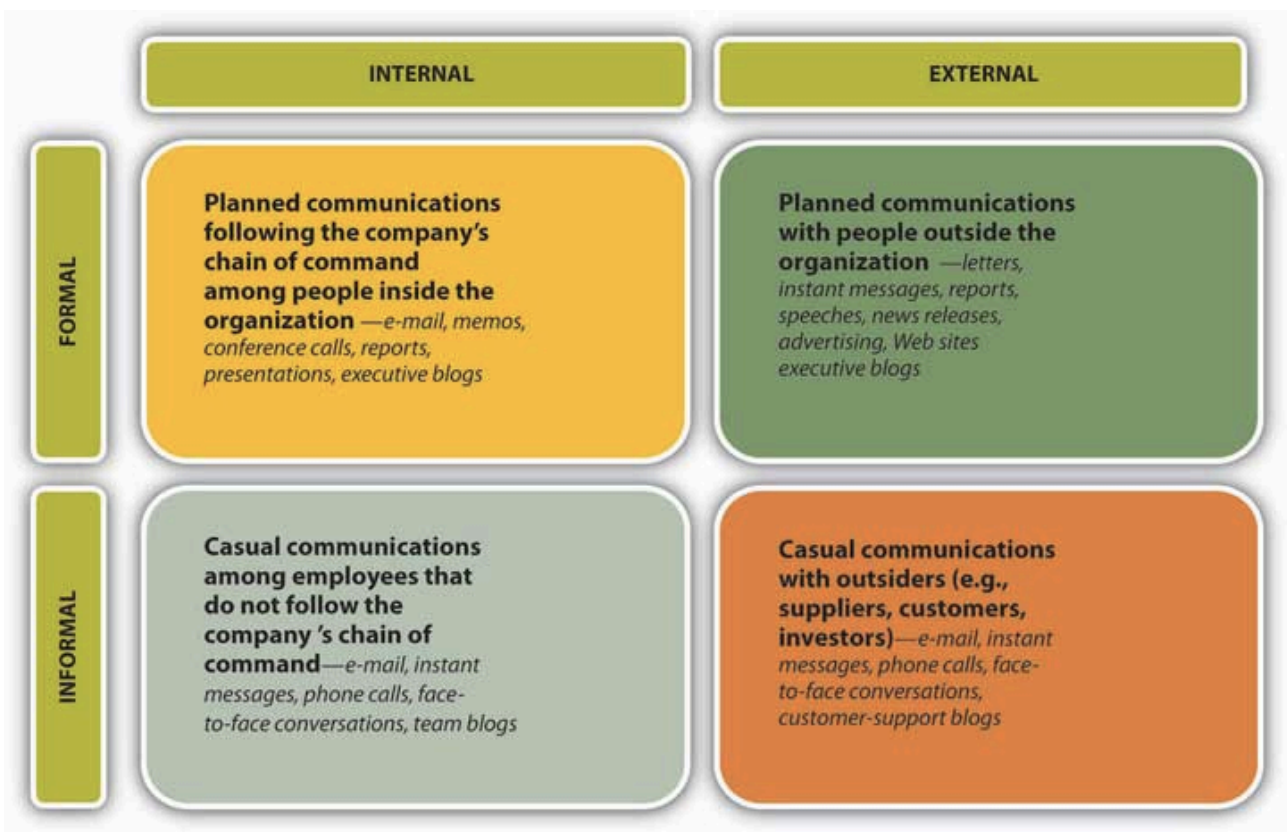
2c. What is conflict ?Explain conflict resolution elements.

The word “conflict” tends to generate images of anger, fighting, and other ugly thoughts that leave people bruised and beaten. Conflict isn't uncommon in the workplace, and it isn't always good. But it isn't always a bad thing, either. Let's talk a little bit about what conflict is and how we think about it.

3a. What is organisational change?

Organizational change refers to the actions in which a company or business alters a major component of its organization, such as its culture, the underlying technologies or infrastructure it uses to operate, or its internal processes.

3b. Explain communication channels used in public relations for employee communication.



3c. How do any organisation establish communication policy?



4a. What is corporate social responsibility?

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable—to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental.

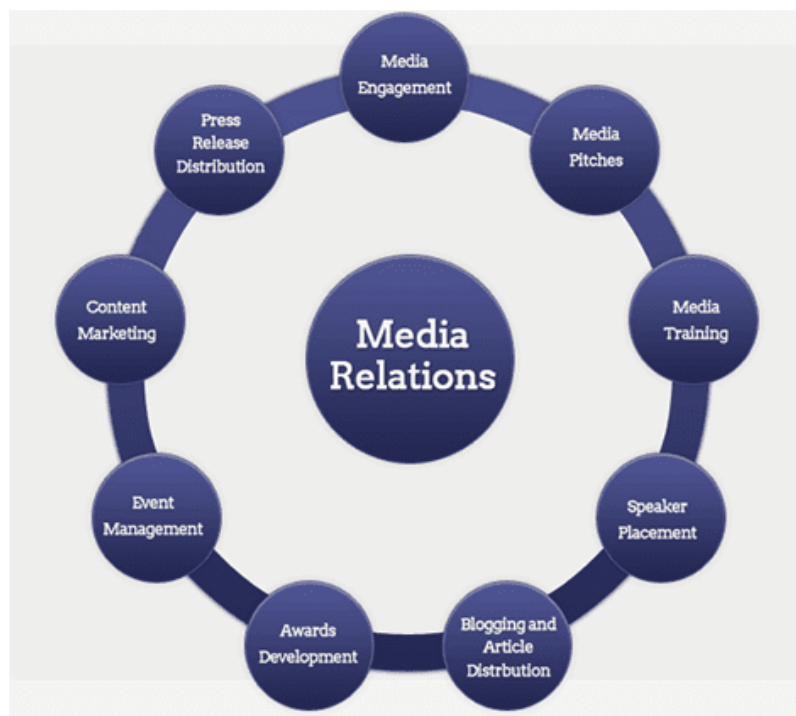
4b. Explain community relation process in detail.



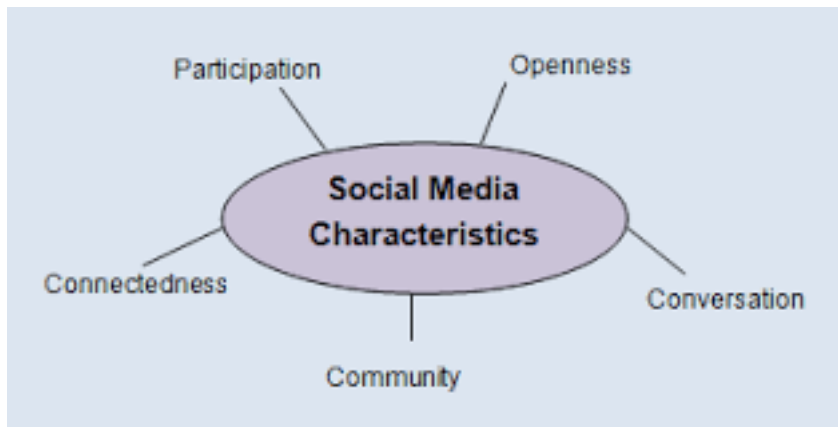
4c. Explain specific function of public relation.



5a. What is media relation?



5b. Explain characteristics of social media.



5c. What are media relations program elements? Explain in details.

MEDIA RELATIONS PROGRAM ELEMENTS

- New releases, the most common type of publicity
- 6 types of releases

1	Business Features	4	Product Features
2	Consumer Service Features	5	Pictorial Features
3	Financial Features	6	Public Service Announcements

6a. What is crisis management?

Crisis management refers to the practice of preparing for negative incidents, minimizing their damage and disruption, and getting an organization back on track as quickly as possible. Crisis managers anticipate likely threats and develop strategies to cope with their impact.

6b. Explain objectives of communication in crisis management.

1. Making the problem go away is different than remedying its consequences. Both must be tackled immediately.
In responding to the immediate consequences, it's easy to lose sight of the need to fix the underlying problem. Consider assigning different people to these two different goals.
2. Practise quick response, with the emphasis on quick.
Corollary: Don't let the perfect become the enemy of the good. By definition, every moment lost to crisis management is valuable time when you could be advancing your agenda. Aim to have the crisis resolved within the minimum time possible – ideally, a single business day.
3. Protect people before property.
In a crisis, being perceived to put business interests ahead of the public interest risks damaging both.
4. Gather a crisis management team that represents all relevant departments and whose members' time is dedicated to managing the crisis.
Crisis management isn't something to be "fit in" among other duties.
5. Identify in advance the outside professionals you will use during a crisis.
Don't scramble to retain legal, accounting, environmental or technical expertise. Have your crisis management professionals designated in advance.
6. Require organization-wide cooperation with the crisis management team.
Everyone must understand that when the crisis team calls, it needs immediate results.
7. Caveat: To the extent possible, those not responsible for crisis management should avoid distraction and carry on with their duties.
The goal of crisis management is to minimize lost productivity and get the organization back to implementing its strategic plan. One reason for having a crisis management team is so that everyone else can stay focused on business.
8. Establish a rapid, "one window" process for obtaining approval of the few decisions that your crisis management team cannot make on its own.
A crisis allows no time for long, complicated decision-making processes. Also, if too many of the team's decisions require approval from another level, then you don't have the right people on the team.
9. Gather all the facts – complete and accurate facts – as quickly as possible.
Basing decisions on the wrong information can be disastrous. So can giving inaccurate facts to the media and the public. And nothing beats information that you collect first-hand. Consider visiting the site yourself.
10. Identify a single external, credible spokesperson.
Consistent, disciplined messaging is essential. So is media training for your spokesperson.

6c. Explain types of crisis with examples.

Following are the types of crisis:

1. Natural Crisis

- Disturbances in the environment and nature lead to natural crisis.
- Such events are generally beyond the control of human beings.
- Tornadoes, Earthquakes, Hurricanes, Landslides, Tsunamis, Flood, Drought all result in natural disaster.

2. Technological Crisis

- Technological crisis arises as a result of failure in technology. Problems in the overall systems lead to technological crisis.
- Breakdown of machine, corrupted software and so on give rise to technological crisis.

3. Confrontation Crisis

- Confrontation crises arise when employees fight amongst themselves. Individuals do not agree to each other and eventually depend on non productive acts like boycotts, strikes for indefinite periods and so on.
- In such a type of crisis, employees disobey superiors; give them ultimatums and force them to accept their demands.
- Internal disputes, ineffective communication and lack of coordination give rise to confrontation crisis.

4. Crisis of Malevolence

- Organizations face crisis of malevolence when some notorious employees take the help of criminal activities and extreme steps to fulfill their demands.
- Acts like kidnapping company's officials, false rumours all lead to crisis of malevolence.

5. Crisis of Organizational Misdeeds

- Crises of organizational misdeeds arise when management takes certain decisions knowing the harmful consequences of the same towards the stakeholders and external parties.
- In such cases, superiors ignore the after effects of strategies and implement the same for quick results.

7a. What is Scenario Technique?

The scenario technique is a strategic planning procedure and is used to project an existing condition into the future. The core of the scenario technique is the creation of different future scenarios that take several influences into account.

7b. Explain in details types of issues with examples.

Issues With Public Relations

- Lack of Understanding. ...
- Budget Constraint. ...
- High Expectations. ...
- Too Many Communication Platforms. ...

- Poor Appreciation. ...
- Finding the Right Talent. ...
- Credibility. ...
- Damage Control.

7c. What is a target audience? Explain different types of target audience in public relations.

A target audience is a group of people defined based on their common characteristics such as demographics and behaviours.