

**END SEMESTER THEORY EXAMINATION JANUARY-2021**

<b>Program:</b>	<b>BBA (Analytics)</b>	<b>Year/Semester:</b>	<b>5<sup>th</sup> - Semester</b>
<b>Course/Subject:</b>	<b>Public Relation and Corporate Image</b>	<b>Duration:</b>	<b>03:00 Hrs</b>
<b>Course/Subject Code:</b>	<b>06170501</b>	<b>Maximum Marks:</b>	<b>60</b>
		<b>Batch:</b>	<b>2018</b>

**Instructions:-**

1. Write Your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with diagram wherever required.

**SECTION-A****(Very Short Answer Type Questions)****Note: All Questions are compulsory: -****[12×1=12 Marks]**

<b>S. No.</b>	<b>Question</b>	<b>Marks Allotted</b>
<b>1</b>	Whose responsibility is to maintain good employee relations ? Answer with reason.	<b>1</b>
<b>2</b>	Oral communication is also called _____ communication.	<b>1</b>
<b>3</b>	_____ is a PR tool, which persuades audiences to buy products such as soft drinks, soaps, eatables, clothes, toothpaste, beverages etc. by creating awareness/ interest in them through celebrities or popular people.	<b>1</b>
<b>4</b>	The contemporary concept of public relations is based on which of the following key words? A. Inducing, engineering and creating B. Asymmetric, one-way and propaganda C. Reciprocal, mutual and between D. International, global and diverse	<b>1</b>
<b>5</b>	Case histories are also called as _____	<b>1</b>
<b>6</b>	It is in the _____ that a number of media representatives cover an event or an announcement as it is reserved for especially newsworthy events.	<b>1</b>
<b>7</b>	Effective public relations requires a _____, based on analysis and understanding, of all the factors that influence public attitudes toward the organization. While a specific public relations project or campaign may be undertaken proactively or reactively (to manage some sort of image crisis), the first basic step in either case involves analysis and research to identify all the relevant factors of the situation.	<b>1</b>
<b>8</b>	_____ is a major promotion function whose objective is to build good relations with the company's various publics.	<b>1</b>
<b>9</b>	Define public relations.	<b>1</b>
<b>10</b>	Which form of communication is most effective in forming or changing predispositions toward an issue?	<b>1</b>

<b>11</b>	Which phase of public relations audience research is associated with summative evaluation?	<b>1</b>
<b>12</b>	What is a News Release ?	<b>1</b>

## SECTION-B

### (Short Answer Type Questions)

**Note: All Questions are compulsory: -**

**[4×2=8 Marks]**

S. No.	Question	Marks Allotted
<b>13</b>	What are Advertorials ? How are they used for Public Relations ?	<b>2</b>
<b>14</b>	Discuss the salient features of a crisis management plan.	<b>2</b>
<b>15</b>	Discuss the importance of the feedback mechanism in PR.	<b>2</b>
<b>16</b>	Discuss how Exhibitions & Trade Fairs are effective tools of Public Relations.	<b>2</b>

## SECTION-C

### (Descriptive Answer Type Questions)

**Note: All Questions are compulsory: -**

**[4×4=16 Marks]**

S. No.	Question	Marks Allotted
<b>17</b>	As a P.R. practitioner what are the basic steps would you adopt while organising a news conference ?	<b>4</b>
<b>18</b>	Write a short note on 'Benefits of Training' for a PR expert.	<b>4</b>
<b>19</b>	'Corporate Social Responsibility is about how companies manage the business processes to produce an overall positive impact on society'. Do you agree with this observation? Explain your stand.	<b>4</b>
<b>20</b>	How many kinds of "publics" are there from the PR perspective? How important are "Corporate Publics"?	<b>4</b>

**SECTION-D**  
**(Long Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[4×6=24 Marks]**

<b>S. No.</b>	<b>Question</b>	<b>Marks Allotted</b>
<b>21</b>	What are the advantages of internet as medium of advertisement? Explain with example.	<b>6</b>
<b>22</b>	What are the basic steps of effective complaint management?	<b>6</b>
<b>23</b>	What do you understand by Brand Image ? Give examples of 4 product / service advertisements where this concept has been successfully used.	<b>6</b>
<b>24</b>	'Media relations has emerged today as one of the key areas in public relations practice' — Discuss the statement critically.	<b>6</b>