

S4Bms

PR Mgmt

9/3/15

(L)

No 3 AFB

Library

Time: 2 ½ hours

Marks: 75

NOTE : i) All questions are compulsory.

ii) Attempt any 2 out of every 3 sub-questions.

iii) Figures towards the right indicate full marks.

Q1a. Define Public Relations and throw light on its objectives? (15)

Q1b. Discuss the qualities essential to be successful Public Relations personnel?

Q1c. Explain role of Public Relations with reference to various stakeholders

Q2a. Distinguish between Public Relations and Advertising (15)

Q2b. Enumerate the Integrated Marketing Communication tools in detail.

Q2c. Explain the activities to be carried out by a Public Relations person before, during & after organizing an annual general meeting

Q3a. Explain "Communication". Discuss in detail the significance of Communication. (15)

Q3b. "Public Relations with the support of Sales Promotion is more effective"- Comment with practical illustrations

Q3c. What is a Press Release? Give the detail format of press release

Q4a. Highlight the code of conduct for the practice of Public Relations. (15)

Q4b. Examine the relation between Public Relations & Social Responsibility of business.

Briefly discuss the social obligations of business towards any four stakeholders.

Q4c. Identify the distinguishing features of an NGO & discuss the role of Public Relations in NGOs.

P.T.O.

Q5. Analyze the following case and answer the questions given below:

Baroda based FAG Precision Bearings Q3 (3rd quarter) results show a loss of Rs. 25 lacs. The drop is attributed to a decline in sales and excessive Chinese dumping. FAG had offered a VRS (Voluntary Retirement Scheme) to its staff but the response was poor. FAG is looking for fresh automobile manufactures and will explore overseas markets. Another major problem faced by FAG is undercutting by competitors. How will the company regain market share and goodwill of investing publics?

Questions:

- a) Analyze the case and give highlights of the case under study? (05)
- b) What do you mean by crisis? Give some tips for handling crisis situations. (05)
- c) What are the major problems faced by the company FAG Precision Bearings? (05)