

Duration : 2 ½ hrs

Total Marks : 75

**Instructions:**

- Answer all questions.
- Question No.1 is compulsory.
- Figures to right indicate full marks.

**Q.1. a)** 'The Government has to inform, motivate, and change the attitude, finally to seek support from the public to achieve its objectives' - Discuss with reference to Media relations and Public Relations. (7)

**b) CASE STUDY :** (8)

In 1982, *Johnson and Johnson* experienced a major crisis when it was discovered that numerous bottles of its Extra-Strength Tylenol capsules had been laced with cyanide. By the end of the crisis, seven people had died. How Johnson and Johnson dealt with this situation set a new precedent for crisis management. The company was lauded for its quick decisions and sincere concern for its consumers. Despite initial losses, Johnson and Johnson regained and exceeded its previous market share within months of the incident.

**Reacting to the News:** When Johnson and Johnson were faced with the initial situation, it had to make some tough decisions that would severely impact the future of the company. Rather than think in financial terms, however, CEO James Burke immediately turned to the company's Credo. Written by Robert Johnson in 1943, the document defines the focus of the company as its customers. With this as its inspiration, Tylenol used the media to promptly begin alerting people of the potential dangers of the product. It dispatched scientists to determine the source of the tampering.

**How did J&J regain its lost control and what were th PR strategies used after the recall by the company?**

**Q.2 a)** Define PR. Elaborate the scope of PR in India. (8)

b) Which qualities and skills are needed for a professional PR person? (7)

**OR**

**Q.2 a)** 'Public relation officer should consider both internal as well as external publics of the company, while designing PR campaign'. Explain with illustration. (8)

b) 'Brand ambassador adds to the brand value' Do you agree. Support your answer with suitable example. (7)

**Q.3 a)** Write a Press Release for : An international rock band is going to perform in 10 Indian metro cities in one months tour to India. (8)

b) Explain the difference between PR and marketing. (7)

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**Q.3 a)** How to conduct a press conference? Enlist Duties of PR in arranging the Press Conference. (8)

b) Can PR and propaganda join hands? How? (7)

**Q.4. a)** What is Social Responsibility and Corporate Social Responsibility? What are the Types of CSR? Give suitable examples with reference CSR to support your answer. (15)

OR

b) 'PR has changed massively; it isn't just about media relations and churning out press releases like it used to be a decade ago'-Define Digital PR and what strategies are vital for success? Support your answer with at least one example. (15)

**Q5. Write short notes on (any 3)** (15)

- PR Consultancy
- Financial PR
- Ethics and PR.
- Reputation Management and PR
- Corporate communication