



Sanjay Ghodawat University, Kolhapur
Established as State Private University under Govt. of Maharashtra. Act
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2018-19
EXM/P/09/01

Year: 2018-19

School of Liberal Arts

Department of
MMMC

Program: B.AMMMC

Course Code : MCA122

Course Title: Public Relation

Semester -IV

Day and Date: *Thursday*
30/5/2019

End Semester Examination (ESE)

Time: 3 Hours

Max Marks: 100

2:30 to 5:30 pm

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1	A	Fill in the blanks with best suitable alternative from the given	Marks-10	Blooms Level	COs
a)		In 1807,..... used the phrase 'Public relations' in the place of 'State of thought' while writing his seventh address to the US Congress. i) Benjamin Franklin ii) Thomas Jefferson iii) Thomas Hutchinson iv) James Otis	01	L1	CO1
b)	are mostly useful in communicating factual information, in making announcements and for instruction of employees. i) Informal Conversation ii) Informal Discussion iii) Formal Speeches iv) Demonstration	01	L1	CO2
c)	 is an expensive and one of the most effective ways of generating sales leads and building brand awareness. i) Advertisement through various media ii) Face-to-face communication iii) Organising Special events and program for public iv) Doing survey and research	01	L1	CO3
d)	is the process by which an organization deals with a major unpredictable events that threatens to harm the organization, its stakeholders or generic public. i) Operational management ii) Crisis management iii) Strategic management iv) Human resources management	01	L1	CO4

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- e) is the promotion of any business or corporate house using online resources and tools. 01 L1 CO5
 i) Behavioural Marketing ii) Digital Marketing
 iii) Brand Marketing iv) Buzz Marketing
- f) is a mode of communication used to manipulate or influence the opinion of groups to support a particular cause or belief. 01 L1 CO6
 i) Public relation ii) Advertising
 iii) Marketing iv) Propaganda
- g) is the most effective external tool of PR 01 L1 CO1
 i) House journal ii) Bulletin Board
 iii) Annual Report iv) Television and Radio
- h) is part of lobbying or building and maintaining relations with legislators and government officials to influence legislation and relations. 01 L1 CO2
 i) Mass market strategy ii) Press relation
 iii) Public relation iv) Press agencies
- i) Writing press releases, scheduling interviews and giving press conferences these all PR activities come under one concept that is 01 L1 CO3
 i) Media relations ii) Media promotions
 iii) Media control iv) Media management
- j) follows one way communication where the flow of information is only from the sender to the receiver. 01 L1 CO4
 i) Press Agency Publicity model
 ii) The public information model
 iii) The two-way asymmetrical model
 iv) Two way symmetrical model

B) Match the followings

Marks- 05

- | 'A' Group | 'B' Group | | | |
|-------------------------------|--|----|----|-----|
| a) Press Conference | 1. Fastest and inexpensive medium of communication | 01 | L1 | CO1 |
| b) Oral Communication | 2. Traditional methods of giving information | 01 | L1 | CO2 |
| c) Motion pictures | 3. Effective method of informing employees | 01 | L1 | CO3 |
| d) Social media | 4. Must set ethical guidelines | 01 | L1 | CO5 |
| e) Public relation management | 5. Major audio-visual medium of communication | 01 | L1 | CO6 |

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C)	Answer the following statements with True or False and correct the false one.	Marks- 05		
a)	Many production and service provider companies use social media campaigns as a form of marketing, but social media has huge PR potential.	01	L1	CO4
b)	As an effective new media tool for PR direct mailing is one of the least expensive media on a exposure basis.	01	L1	CO5
c)	A personal relationship with local newspaper, television and radio news editors enables a plant manager or community relations director to secure global publicity.	01	L1	CO3
d)	A public relation department must work in close cooperation with all departments of an enterprise.	01	L1	CO4
e)	The internal codes and ethics are meant for the external public and stakeholders to make them clear, aware and conscious about their rights, duties, responsibilities, constraints and liberties.	01	L1	CO6

Q.2	Write note on any Four	Marks- 20		
a)	History of PR in India	05	L1	CO1
b)	Political campaign	05	L2	CO1
c)	House Journal is an effective tool for making PR successful	05	L2	CO2
d)	Techniques of writing press release (With example).	05	L3	CO5
	OR			
e)	Security of online activity and data and PRO's role	05	L4	CO5

Q.3	Answer the following (Any three)	Marks- 24		
a)	Describe how you promote your own business through television.	08	L1	CO2
b)	Explain the strategic key components for doing effective PR through digital media.	08	L2	CO5
	OR			
c)	Discuss the role of Social media in the image management of a Politician.	08	L2	CO5
d)	Community Relations is an important element of Corporate Social Responsibility. Discuss.	08	L3	CO6
e)	Generalise the Public Relation code of ethics stated by Public Relations Society of India.	08	L3	CO6

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Q.4	Answer the following (Any three)	Marks-	36	
a)	What is 'public' in PR? Identify the 'public' of Sanjay Ghodawat University. Do you think the reputed institutions like Sanjay Ghodawat University also need deliberate PR? Discuss	12	L2	CO3
b)	As a Public Relation Officer how do you use PR techniques to solve a problem? Describe the stages for addressing the crisis.	12	L3	CO4
c)	As a PRO of a multinational company, you have been asked by the management to organize an exhibition. How will you effectively use social media to execute it?	12	L3	CO5
d)	Critically comment on the Public Relations Principles and ethics with reference to current PR scene in India.	12	L4	CO6
OR				
e)	'The propaganda is a mode of communication used to manipulate or influence the public opinion to support a particular cause or belief'. Explain with appropriate examples.	12	L5	CO6

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