

o/c 2013

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 1642

Roll No.....

Unique Paper Code : 101232

Name of the Paper : Public Relations and Corporate Image

Name of the Course : Bachelor of Business Studies

Semester : II

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.

1. Prepare action and communication stages to meet the following situation. (10)

XY Organization, an MNC marketing consumer durables is faced with a crisis since 1st October' 11. There have been a series of events affecting its operations namely work stoppages; go slow reduce the speed of work and token strikes.

The 2 key issues are: 1. Union demand for a higher wage 2. Management's demand for improved productivity and discipline at workplace. The factory facing the problem is the company's oldest and largest factory in India. It employs about 2000 workers and produces almost the entire range of its product. Media is covering the issue regularly. The festive season is on; the organization is likely to suffer heavy losses if the situation is not controlled.

2. Explain the case with respect to Public Relations Process. (20)

On October 2003, just a month before Diwali, the Food and Drug Administration Commissioner received complaints about infestation in two bars of Cadbury Dairy Milk, Cadbury India's flagship brand with over 70% market share. He ordered an enquiry and went directly to the media with a statement. Over the following 3-week period, resultant adverse media coverage touched close to 1000 clips in print and 120 on TV news channels. In India, where Cadbury is synonymous with chocolate, the company's reputation and credibility was under intense scrutiny. Sales volumes came down drastically in the first 10 weeks, which was the festival season; retailer stocking and display dropped, employee morale – especially that

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of the sales team – was shaken. The challenge was to restore confidence in the key stakeholders (consumers, trade and employees, particularly the sales team) and build back credibility for the corporate brand through the same channels (the media) that had questioned it.

3. Apply the knowledge of Crisis management to handle the crisis given below. (10)

Odwalla (pronounced “odewalla”) is the health-conscious juice company which began a couple of decades ago when Greg Steltenpohl, Gerry Percy and Bonnie Bassett began squeezing fresh oranges on a \$200 hand juicer. The company was growing strongly with annual sales rising 30% per year and approaching \$90m. The company had established a strong brand with enormous customer loyalty.

On October 30, 2012, everything changed. Health officials in Washington State informed the company that they had discovered a link between several cases of E. coli 0157:H7 and Odwalla fresh apple juice.

The link was confirmed on November 5. As the crisis played itself out, one child died and more than 60 people in the Western United States and Canada became sick after drinking the juice. Sales plummeted by 90%, Odwalla’s stock price fell 34%. Customers filed more than 20 personal-injury lawsuits and the company looked as though it could well be destroyed.

4. Explain the role of Public Relations play in building and maintaining relationship with the following : (10)

- (a) Consumers
- (b) Dealers and Distributors

5. Write short notes on any **three** : (3×5=15)

- (a) Importance of opinion leaders towards generation of public opinion
- (b) Principles of Persuasion
- (c) Employee Relations
- (d) Group Influences on Individual Opinion

6. Suppose a political party appoints a Public Relations advisor who says :
“My essential role is to make the public believe in what the party says.” Critically evaluate the above statement in the context of

- (a) Elements of PR (5)
- (b) Open and Closed Systems (5)

(400)