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Sr. No. of Question Paper : 160

Roll No.....

Unique Paper Code : 101232

Name of the Course : **Bachelor of Business Studies**

Name of the Paper : Public Relations & Corporate Image

Semester : II (2014)

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. You are a Public Relation manager of Kingfisher Airlines. The employees of your corporation have gone on strike on the question of the renewal of wage and service contracts. Design the plan of action, communication stage for the situation. (15)
2. A roof has collapsed in a factory employing 1500 workers. The disaster has ended in loss of life of some workers and injuries to some others. A tense situation prevails. What should be the role of P.R department in handling the situation ? (10)
3. What role can PR play in Customer Relation ? Discuss the tools that one can use for customer communication. (8)
4. Write short notes on any **three** of the following : (3×5=15)
 - (a) Lobbying
 - (b) Principles of persuasion
 - (c) PR Campaign
 - (d) Press Kit

P.T.O.

5. Discuss the role of community relation in the context of Corporate P R. Cite a few examples that you know ? (6)
6. McNeil consumer products, a subsidiary of Johnson and Johnson was suddenly confronted with the crisis when 7 persons died of cyanide poison which had been inserted in Tylenol Capsules. Tylenol was an over the counter, pain relieving capsule. The news spread like a wild fire on television, panic struck the entire nation. There were panic among consumers, hospitals, doctors and pharmacist. Understandably Johnson & Johnson had no emergency plan for such a crisis. Write out a plan to deal with the above situation on behalf of Johnson and Johnson. (9)
7. Describe the role to be played by the PR professional in the following cases :
- (a) Addition of a new product in product line of an automobile industry.
 - (b) Introduction of new software in the processing I.T. company.
 - (c) Changing the consumer perception. (3×4=12)