

### Model Question Paper

### Fourth Semester MBA Degree Examination

### Public Relations

**Time: 3 Hours**

**Max. Marks: 100**

*Note: 1. Answer any FOUR full questions from Q1 to Q7.*

*2. Question No. 8 is compulsory.*

*3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.*

			M	L	C
Q1	a.	Explain the proactive and reactive approaches of public relations.	03	L2	CO1
	b.	Adarsh Ltd. is implementing automation, leading to employee anxiety over job security. As the PR manager, identify the ways that you would address the change while promoting a supportive organizational culture.	07	L3	CO3
	c.	During a major restructuring of a company, productivity drops and rumors spread among employees. As the PR manager, Identify the importance of employee communication to maintain trust and morale.	10	L3	CO3
Q2	a.	Outline the theories of persuasion and social influence.	03	L2	CO2
	b.	Explain how internal media helps in effective employee communication within an organization.	07	L2	CO5
	c.	A manufacturing company plans to set up a plant in a semi-urban area. Develop community relations process to build trust and maintain positive relations with the local community.	10	L3	CO4
Q3	a.	Summarize two way symmetrical communication model of Public relation.	03	L2	CO1
	b.	Interpret the importance of compromise in public relation to resolve the conflicts in stakeholders.	07	L2	CO5
	c.	Your company is launching a new product, and top management wants to create excitement among employees. As the Public relation officer, make use of occasional or special media to build internal engagement.	10	L3	CO3
Q4	a.	Illustrate the System Theory of Public Relation.	03	L2	CO2
	b.	Explain the different crises management technique in media relations.	07	L2	CO5
	c.	A construction company is beginning a housing project in a residential area. Construct the criteria for community relations activities to design an engagement plan that addresses local concerns.	10	L3	CO4
Q5	a.	Explain the Theories of Mass communication.	03	L2	CO2
	b.	Outline the fundamental guidelines for dealing with news media to address the issue and protect the brand's reputation.	07	L2	CO5
	c.	Retail brand is launching a new eco-friendly product line, Select the specific functions of public relations to ensure a successful launch.	10	L3	CO4
Q6	a.	Outline the approaches to conflict resolution.	03	L2	CO2
	b.	Illustrate the role of media in public relation.	07	L2	CO5
	c.	The company plans to expand operations into an area where community activists oppose industrial development. Plan and address the challenges to engage stakeholders and reduce opposition.	10	L3	CO3

Q7	a.	Classify any five truths about public relation.	03	L2	CO1
	b.	Explain scenario technique in public relation.	07	L2	CO5
	c.	Your company is facing negative media coverage. As a PR officer, make use of the communication policy to ensure accurate and timely information is shared with the public	10	L3	CO4
Q8	<b><u>CASE STUDY (Compulsory)</u></b>				
		Infosys, a global IT company, integrates Corporate Social Responsibility (CSR) and philanthropy through the Infosys Foundation. Its initiatives focus on education, rural development, healthcare, arts & culture, and environmental sustainability. For example, it funds school infrastructure in rural areas, supports hospital upgrades, runs digital literacy programs, and promotes renewable energy projects. These efforts not only uplift communities but also enhance Infosys's brand image and employee engagement.			
	a.	Identify how does Infosys balance social impact with business objectives through its CSR and philanthropic activities.	10	L3	CO4
	b.	If you were leading the Infosys Foundation, Develop new project that you would introduce to address current social challenges	10	L3	CO4

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