

Registration Number:

Date & session:

**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA ADVERTISING AND PUBLIC RELATIONS - I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**APR 7422: PUBLIC RELATIONS PRINCIPLES & CONCEPTS**

**Time: 2 Hours Max Marks: 50**

**This paper contains TWO printed pages and THREE parts**

1. **Answer any FOUR questions in 130-140 words each (4X4= 16)**
   1. Define Public Relations. Discuss its objectives and limitations.
   2. Explain the role of influencers and social media in PR.
   3. Differentiate between brand image, identity and reputation with an example for each.
   4. What is a crisis? How can PR help in Crisis Management? Explain with examples.
   5. What is corporate philanthropy. Explain the difference between CSR and corporate philanthropy.
   6. Define any TWO of the following terms:  
      a. Controlled and uncontrolled media  
      b. Community outreach in CSR  
      c. Dominant vs. demanding stakeholder
   7. What is the relationship between public relations and public opinion?
2. **Answer any THREE questions in 280 words each (3X8= 24)**
3. Explain in detail the different techniques of PR Research.
4. What are the different features of Public Relations? How is it different in scope from media relations and advertising? Explain with suitable examples.
5. What is Corporate Social Responsibility (CSR)? Discuss in detail the recent trends in CSR with examples.
6. Define ethics. Explain the importance of ethics in PR.
7. Explain the ‘Situational Theory’ of publics with suitable examples.
8. **Answer any ONE question in 300 words (1X10 = 10)**
9. What is Reputation Management framework? Explain different frameworks to measure corporate reputation with suitable examples.
10. Plan a PR campaign for a Government department on the theme of 'Make in India' by defining target audience for the campaign, choice of media and message action plan.
11. A world-renowned automobile manufacturer is shifting from regular fossil fuel automobiles to electric vehicles. This is it’s first foray in the electric vehicle segment and is launching four different variants in India. The first two electric two-wheeler variants are targeted for urban office/college goers and will have portable batteries that can be exchanged at one of the 5000 charging stations in the country. The other two four-wheeler variants are targeted at small business owners for freight carrying. These variants will have super-chargeable non-portable batteries. Company CEO, XYZ said, “Electric vehicles are new age revolution and the company is adapting it. The company plans to set up a manufacturing unit in India and 5000 additional charging stations across the country.”

“I am thankful to the government of India for their profound thought to promote clean energy and also create an ecosystem for businesses to align to their policy.”

Write a press release that has to be distributed to major news dailies with the details provided in the above paragraph.

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