

Registration Number:

Date & Session:

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

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

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November 2023)**

**APR 7422 PUBLIC RELATIONS**

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

**This paper consists of ONE printed page and TWO parts**

1. **Answer any FIVE questions in approximately 250 words each: 5 x 6 = 30**
2. Explain the key features of Analysts’ Call as a channel of investor relations.
3. Using any definition of PR, explain the concept of publics with examples. Explain how publics are categorised as internal / external and primary / secondary.
4. Establish the relationship between corporate identity and image.
5. Identify the key universal ethical issues involved in PR.
6. For a major new product launch, explain how you will use Owned, Paid, Earned and Shared Media.
7. Explain any two informal research tools used in PR.
8. What are the criteria for channel selection in internal communications? Explain any two channels used for internal communications.
9. **Answer any TWO questions in approximately 500 words each: 2 x10 = 20**
10. Handloom industry in Karnataka is struggling for survival due to unavailability of affordable credit, lack of access to markets and low profit margins. Develop a Government Relations plan for the Handlooms Association (HA) which is seeking the support of the state government for the revival of handloom. You can use the following information in the plan:

*Karnataka State Handloom Development Corporation (KHDC) is the state government department looking after the handloom sector. A detailed research study conducted by a government university proves the benefits of handloom clothes for sustainability, public health and economy. A leading Kannada film star is a champion of handloom clothes.*

1. A consumer electronics company is setting up its production plant in Bengaluru. With the help of a check list, explain a plan to organise the CEO’s press conference to announce it.
2. Design a research survey to understand the newspaper reading habits among college students across India. Include the full questionnaire and also details about the goals, sample selection and conduct of the survey.
3. Explain the role of PR in reputation management with suitable examples where necessary.

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