



Register Number:

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ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
M.A ADVERTISING & PUBLIC RELATIONS – I SEMESTER
SEMESTER EXAMINATION, JANUARY – 2021
APR 7320 – PUBLIC RELATIONS PRINCIPLES AND PRACTICES

Time: 2 ½ hrs

Max Marks: 70

This paper contains TWO printed pages and FOUR parts

I. Answer the following objective questions in your answer script (1x10=10)

1. Public relations is the ----- of building and sustaining long term relationships between an organization and its publics
2. Which among the following is not an external stakeholder communication tool?
 1. Media interactions
 2. Press releases
 3. CEO Town Hall
 4. Industry events
3. Name two new media publications
4. Which of the below is a PR tactic
 1. Press conference
 2. Press releases
 3. Interactions
 4. All of the above
5. How many steps are involved in writing a press release?
 1. 9
 2. 6
 3. 8
 4. 7
6. Define Pitch.
7. _____ is known as developing mutually beneficial relationship with media.
8. The process of an organization donating for a cause is called _____.
9. The Public Relations process should ideally be _____
 - A. ONE WAY
 - B. TWO WAY
10. _____ is the process of developing mutually beneficial relationship with employees.
 - A. Employee Relations
 - B. Community Relations
 - C. Corporate Social Responsibility

II. Answer ALL the following questions

(2 x 5 = 10)

11. What are the four key modes of internal stakeholder communication?
12. Highlight the five features of an online publication?
13. Who is a stringer and what is their role?
14. Define PR ethics.
15. Give an example for crisis communication.
16. Define negative publicity.

III. Answer ANY FOUR of the following in about 250 words

(5 x 4 = 20)

17. Highlight and explain 5 skill sets required of a public relations practitioner?
18. Draw out the editorial structure of a newspaper publishing house?
19. Explain internal communication with an example.
20. Explain reputation and image with respect to an organization.
21. Compare one way asymmetric vs two way symmetric model of Communication.

IV. Answer ANY THREE of the following in about 400 words

(10 x 3 = 30)

22. Outline and describe the 7 elements of a PR planning.
23. Write a media press release (450- 500 words) on the below:
 1. Brand x is launching its latest range of headphones targeted at young audience. The headphone is priced attractively at INR 3999 and comes in 6 vibrant colors. Slated to be launched on Dec 20 via Amazon.in, the brand is planning to offer early bird discount to first 3000 buyers at a flat 50% off.

Draft a press release announcing the launch, product features and the early bird offer. Please be creative in the way you describe the product and make it appealing to the customers.

24. Elaborate on a crisis communication case study and how the brand went about tackling it, and restored its reputation?
25. What is a pitch? Write a Pitch to persuade a journalist to be a part of a Mental Health awareness drive being conducted by your organization.