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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | | | |
| **MA in Advertising and Public Relations - I SEMESTER** | | | | | | |
| SEMESTER EXAMINATION: OCTOBER 2021  (Examination conducted in March 2022)  **APR 7521: Public Relations Principles, Concepts and Management** | | | | | | |
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| **Time- 2 1/2 hrs** | |  | **Max Marks-70** | | |  |
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| **This paper contains TWO printed pages and THREE parts** | | | | | | |

**Part A**

1. **Answer any FIVE questions in 200 words each (5x6 = 30 marks)**
   1. What is Public Relations? Explain different types of advertising and publicity used in PR practice.
   2. Define brand image, identity and reputation with an example for each.
   3. Explain the various areas of research in the Public Relations process.
   4. What are owned channels in Public Relations? What is the difference between earned and owned media?
   5. Explain with examples the various tools used in Public Relations.
   6. What are the ethical responsibilities of a Public Relations professional?

**Part B**

1. **Answer any TWO questions in 350 words each (2x10 = 20 marks)**
2. What are the different features of Public Relations? How is it different in scope from media relations and advertising? Explain with suitable examples?
3. Define the following terms:  
   a. Corporate Philanthropy and its types

b. Influencer relations   
c. Community outreach  
d. Government relations

1. A four-wheeler car company has recently acquired an electric motor company. By doing so, the car company plans to come up with new line of electric-cars targeted at consumer base in India. The company also plans to set-up a new Research and Development wing using the technology acquired with the new company. Write a press release, include details about both the organizations, about the acquisition, and quotes from the leadership teams.

**Part C**

1. **Answer any ONE questions in 500 words (20x1 = 20 marks)**
2. What is Reputation Management Framework? Explain different frameworks to measure corporate reputation with suitable case studies.
3. What is crisis management? How should a PR person make a crisis communication plan? Give an example of four companies that were successful in solving its crisis through good PR.

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