

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (Integrated) SEMESTER – 3 EXAMINATION – WINTER - 2018

Subject Code: 2537106

Date: 11/12/2018

Subject Name: Public Relations Management

Time: 10:30 AM to 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** What do you mean by Public Relations Management? Explain its importance and objectives. **07**
- (b)** When we talk about PRM as a field - what are various trend it has? **07**
- Q.2 (a)** What do you mean by PR Process? Explain with example. **07**
- (b)** 'There are various stakeholders affecting business operations.' Explain types of stakeholders along with example. **07**
- OR**
- (b)** What is the use of Feature Study Release, Video News Release and Press Kits in Tread Media? **07**
- Q.3 (a)** What do you mean by 'Public Opinion'? Explain various types with suitable examples. **07**
- (b)** 'The appearance makes a difference'- state your arguments with reference to Seminar , Presentations and Press Conference. **07**
- OR**
- Q.3 (a)** Do you think a special care should be taken while selecting media for Public Relations activity? If so, what are the factors you as PR Manager will consider for selection? **07**
- (b)** There are various sports and political personalities who would like to take your consultation for their PR activities. While helping them what are the factors you will keep in mind? **07**
- Q.4 (a)** Explain the concept of Propaganda and Publicity with advantages and disadvantages of both. **07**
- (b)** Explain the concept of Crisis Communication. **07**
- OR**
- Q.4 (a)** 'Press Conferences today have become inevitable part of PR activities '- Explain the statement along with the steps you will consider while organizing Press Conference. **07**
- (b)** 'There are various ethical codes and legal aspects a PRO must keep in mind' - What are they? Explain in detail. **07**
- Q.5 (a)** 'Rejoinders, White Papers, Communiqués and Newsletters servers as very important tool to a professional in PR field.' Explain the Statement. **07**
- (b)** What are various advantages, disadvantages and types of advertisement? **07**
- OR**
- Q.5 (a)** Do you think Non-Profit organizations need to avail PR activities? **07**
- (b)** Explain the concept of Trade Fair. **07**
