

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

Subject Code:4130505

Date:10/12/2018

Subject Name: Public Relations Management

Time:10:30 am to 1:30 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)** Define Public relations and explain its functions **07**
(b) Explain in detail the tools of Public relations **07**
- Q.2 (a)** Explain the essential steps for organizing a press conference. **07**
(b) What are trade fairs and what are the guidelines for participating in a trade fair. **07**
- OR**
- (b)** What do you mean by corporate image and how it is measured and improved. **07**
- Q.3 (a)** With an example explain how can crisis be effectively managed. **07**
(b) Is it necessary to have a damage control plan ? What all should be included in the plan. **07**
- OR**
- Q.3 (a)** Effective public relation is an integral part for the success of any organization. Elucidate. **07**
(b) Explain the ethics and code of conduct in Public relation. **07**
- Q.4 (a)** What qualities are essential to be a Public relation manager **07**
(b) What challenges are faced by the personnel working in Public relation department. **07**
- OR**
- Q.4 (a)** What is the importance of body language in Public relation. **07**
(b) What are the do's and don'ts of Public relation. **07**
- Q.5 (a)** Explore the option of Outsourcing the Public relation. **07**
(b) How can any promotional campaign be made successful ? **07**
- OR**
- Q.5 (a)** Explain the process of customer care and complain handling. **07**
(b) Short note on information management. **07**
