

STUDY
march 1 09
TIME : 2 hrs.

CALIBER

MARK : 60

Instruction : 1) All the questions are compulsory
2) Figures to the right indicate full marks.

- Q.1 a) Define Public Relation. 02
b) State three advantages and disadvantages of public relation. 06
c) What is the need to study public relations in today's world. 07

OR

- Q.1 Find the solution for the Case Study given below : 15

High Morale

When recession hit the Silvassa - Daman industrial belt. Most of the small scale units shut their shop. But the fifty year old Irani Mechanical works seemed unaffected. The 300 office and factory staff, most of whom were second generation workers in the unit went to meet Mr. Irani who was undergoing a by-pass operation.

In Lilavati Hospital and informed him that they were prepared to freeze their wages and salaries and put in more time but that he should not close down the unit. Mr. Irani, who enjoyed an excellent rapport with all his staff members immediately agreed.

When he went back to the factory after four months he found that even without his supervision production was in full swing. In fact it has increased and the sales were packing up at rapid scale.

Open House.

An 'Open House' would be held on a stipulated date convenient to all concerned. Press representatives would be transported to Daman and accommodated very comfortably in the large and commodious guest house at the live stock farm, local dak-bungalow ideally situated on a mound commanding a panoramic view.

The idea behind the press people staying overnight is to make them enjoy the salubrious climate of Silvassa and Daman and taste the crystal clean drinking water and later talk unhurriedly, with the leading local citizens a cross-section of the prospective and present labour force.

A few hours prior to their departure a light refreshment would be arranged and mementos would be presented to them both on behalf of themselves and the industrialists already operating at Silvassa and Daman Government Industrial Estates.

Questions :

- 1) How can you keep high morale?
2) What are the usual characteristics of low morale?
- Q.2 a) What is the meaning of crisis? What are the stages of public opinion in crisis? 06
b) State any four strategies of combat rumours. 04
c) Mention any 5 qualities and 5 duties of the chairman. 05

OR

- Q.2 a) What are the different types of committees? What are the advantages of using committees? 09
b) With the help of a diagram explain the AIDA process of communication. 06
- Q.3 a) What do you mean by Financial PR? Name some PR tools in financial communication. 08
b) What are the ethical considerations in PR? Name some of the ethical codes of Athens? 07

- c) Write a press release on the following : 07

Zidd, a school for special children is holding an exhibition of toys manufactured by the mentally challenged children of the school. The proceeds of the same will be sent to the prime ministers relief fund. The exhibition will be held in Mumbai during Diwali at the school's premises at Juhu. Issue a press release about this event to all newspapers in Mumabi.

- Q.4 Writes short notes on any 3 of the following : 15

- 1) House Journals and Articles.
- 2) Internal and External Public.
- 3) News and news Reporting.
- 4) Agenda and Minutes.
- 5) Logo and Corporate Image.
- 6) Public Relation Letters.

