

29/3/14
Library.

MN3AFQ

Time: Hours

Marks: 60

NOTE: i) All questions are compulsory.

ii) Figures towards the right indicate full marks.

Q1a. Define PR and explain the scope of PR? (08)

Q1b. What is PR communication & explain the types of communication? (07)

OR

Q1a. Explain the selection & training process of PR staff? (08)

Q1b. "Many companies are turning to marketing public relations" –Comment? (07)

Q2a. Explain the activities to be carried out by a PR person before, during & after organizing a press conference? (08)

Q2b. Explain any ten of the PR tools used for communication briefly? (07)

OR

Q2a. Explain the consumer rights under consumer protection Act 1986? (08)

Q2b. Explain the advantages and disadvantages of internal PR as compared to PR consultancy services? (07)

Q3. Case study:

Eastern Health: A case study on the need for public trust in health care communications

The reputation of a large health care organization in Canada's easternmost province, Newfoundland/Labrador, has been shaken by a three-year controversy surrounding decisions made by leaders of the organization not to disclose that errors had been made in one of its laboratories. For breast cancer patients, the presence or absence of hormone receptors in tissue samples is vital since it often changes the choice of treatment – a choice that can have life-or-death implications. Although Eastern Health learned of its errors in May 2005, it was not until five months later, when media broke the story, that the organization started informing patients. In May 2007, court documents revealed that 42 percent of the test results were wrong and, in the interim, 108 of the affected patients had died. This case study reviews the impact on Eastern Health's reputation and highlights the communication issues raised by the organization's reluctance to release information.

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Questions:

- i. Define crisis and explain the steps to manage the above crisis situation. (08)
- ii. Analyse the case study and List the qualities essential in a crisis manager. (07)

OR

Q3. Case study:

In his white and grey uniform, big school bag, bespectacled Mobashshir Sarwar stands out in the bustling premises of the Delhi High Court. The 12 standard students has a date with the judge, one of the many he has had since he took his school to court for expelling him in December.

At 17 and already a 100-odd, Mobashshir is no ordinary rebel. He has taken on the administration for everything from bad rotis served at the hostel to how school fee is being misused at annual functions by seeking information using the RTI

No wonder then that on a Monday morning when his classmates were concentrating on finishing a three-hours exam paper, Mobashshir, having turned in his answer sheet in 45 minutes, was waiting in queue to the Delhi High Court to get his pass made.

On 20 December, 2010, Mobashshir was sent an expulsion notice, banning him from campus and debarring him from exams for "unending complaints of misbehavior and indiscipline."

Questions:

- i. Explain briefly the features of RTI Act. (08)
- iv. Explain why the above RTI application was filed and what response it elicited? (07)

Q4. Write Short Notes on: (15)

1. Elements of PR
2. PR agencies in India
3. Format of press release

OR

Q4. Write Short Notes on: (15)

1. Advertising agencies association of India(AAAI)
2. Communication roles
3. Role of brand ambassador

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