



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examinations (December 2018)

**School:** School of film and media

**Program:** BBA MAC II year

**Course:** PR and Corporate Communication

**Course Code:** MAC217

**Semester:** III

**Max Marks:** 100

**Duration (mins):** 180 min (3 hours)

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**This question paper consists of two sections A and B.**

**Section A: Total marks 50.**

**Answer any 5 of the following questions. Each question carries 10 marks.**

1. Distinguish between Advertising and Publicity.
  2. Define corporate communication? Describe the functions of corporate communication?
  3. Give a detailed note on the stages in Public Relation process.
  4. "Feedback is totally neglected in Public Relations activity". Comment
  5. Market research is a key factor in successful PR promotion. Analyse.
  6. What are the advantages and disadvantages of public relations?
  7. Differentiate between Marketing and Advertising.
  8. Explain the key emerging trend in modern public relations?
  9. Explain Consumer PR?
  10. Briefly describe different types of PR agencies?
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**Section B: Case Studies – 50 marks. All questions are compulsory.**

1. **Case study: 15 marks.**

You are the public relations department for a chain of four local stores, Buy---Mart. Recently employees have been taking more sick days and the stores have been receiving complaints from customers about rude treatment by store employees. In fact, some customers have been so upset they have told store managers they will shop at a competitor's instead.

The managers of the various departments in the four stores met with the chain's president to discuss the problems. They said they are fed up with employees' behavior and advise the president to terminate the employees immediately. The president asked the public relations department to come up with an employee relations program.

Through focus groups, questionnaires and employee interviews you were able to discover that employees lacked motivation to perform well. They felt underpaid and believed that management was unresponsive to their needs. They believed management didn't care about their opinions or whether they even stayed with the company. So you started a program to build a relationship between store management and employees, one in which employees feel valued.

Your task today is to try to win back lost consumers.

What will be your first steps in terms of research? How do you plan to get to the root of the problem? Be specific about how you will do the research and types of questions you would ask. Keep in mind you need the information soon, so you can then set goals, so you only have a few days to do the research. Given the cause of the problem, it would be a good idea to include employees in your campaign.

Questions:

- a) Develop one or two objectives for your campaign—what you want to achieve.
- b) Develop one strategy for your campaign.
- c) Develop at least three campaign tactics. These are actions you would carry out—such as an event or other action (including news releases, website, etc.) that will help you reach your objectives.

**2. Analyse the following case: 20 marks**

- a. What are the objectives of following advertisement?

b. How does the following advertisement help gaining the corporate image?



**3. Case Study: 15 marks**

Read the following case situation and answer the questions at the end. Justify why you choose the response strategies and tactics you choose.

You are the public relations team for Babies Bounty, a company that manufactures items for infants, such as cribs, playpens, stuffed toys, and clothing. Reports have been received by telephone and on your web site from several consumers claiming that the vertical railings on the cribs are easily knocked loose, and babies have fallen out of their cribs, sustaining injuries such as head trauma, facial lacerations, and broken arms or legs. Assume you have done your research and have determined the problem is real.

It is your job to suggest a course of action for your company to take in managing the crisis.

1. Set objective(s) to accomplish during your crisis management campaign
2. Decide which crisis response strategies you will use.
3. Decide which communication tactics you will use to reach consumers—be as specific as possible about which media you will use.