

Name:  
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES  
End Semester Examination, May 2019

Course: Public Relations and Mass Communication  
Programme: BBA (Media Management )  
Time: 03 Hours

Semester: IV  
C.Code: MKTG 2016  
Max. Marks: 100

Instructions: Attempt all sections and questions

SECTION A

Q.1	Multiple choice question. Choose correct answer with explanation	Marks	CO
	<p>1. Which area of public relations deals with emerging issues and their potential impact on an organization?</p> <ul style="list-style-type: none"><li>a. Public opinion</li><li>b. Issues management</li><li>c. Public affairs</li><li>d. Lobbying</li></ul> <p>2. Approximately half of all public relations practitioners work in</p> <ul style="list-style-type: none"><li>a. government</li><li>b. business and commercial areas</li><li>c. health care and hospitals</li><li>d. public relations firms</li></ul> <p>3. In the public relations field, what is the most common threat to a client-firm relationship?</p> <ul style="list-style-type: none"><li>a. Clients' questions about costs</li><li>b. Resistance to outside advice</li><li>c. Superficial grasp of the client's unique problems</li><li>d. Personality conflicts</li></ul> <p>4. In which era did muckraking journalism led to the widespread introduction of public relations in business?</p> <ul style="list-style-type: none"><li>a. Postwar Era, 1945 - 1965</li><li>b. Roosevelt Era, 1930 - 1945</li><li>c. Booming Twenties Era, 1919 - 1929</li><li>d. Seedbed Era, 1900 – 1917</li></ul> <p>5. What is the main purpose of licensing public relations practitioners?</p> <ul style="list-style-type: none"><li>a. To regulate access to posts in the field</li><li>b. To create an elite of public relations practitioners</li><li>c. To preserve the well-being of society</li><li>d. To achieve better wages for licensed practitioners</li></ul> <p>6. Publishing and selling the creative work of others and protecting property rights of one's own creative work is regulated by</p> <ul style="list-style-type: none"><li>a. libel and publication regulations</li><li>b. access and deregulation</li><li>c. Securities and Exchange Commission</li></ul>	<b>2X10= 20</b>	<b>CO1,2</b>

	<p>d. copyright and trademark law</p> <p>7. Early theories of mass communication suggested that audiences were passive recipients of media messages and thus vulnerable to manipulation. Which of the following best describes current thinking?</p> <p>a. Audiences are more vulnerable and passive than ever before.</p> <p>b. Television viewing, in particular, creates increased activity in the right hemisphere of the brain.</p> <p>c. Active receivers are not uniformly affected by mass communication messages.</p> <p>d. Technology has led to increasingly passive recipients at the ends of message transmission systems.</p> <p>8. Which form of communication is most effective in forming or changing predispositions toward an issue?</p> <p>a. Interpersonal</p> <p>b. Media</p> <p>c. Group</p> <p>d. Public</p> <p>9. What is the major advantage of organizational publications?</p> <p>a. Their ability to provide a revenue source for sponsoring organizations</p> <p>b. Their ability to deliver specific, detailed information to narrowly defined target publics</p> <p>c. Their ability to avoid the problems typically associated with two-way media</p> <p>d. Their ability to give sponsoring organizations a means of uncontrolled communications</p> <p>10. What should a public relations media practitioner do if she does not know the answer to a reporter's question?</p> <p>a. Give the reporter other information she is certain is correct.</p> <p>b. Say that the information is "off the record" and will be disseminated later.</p> <p>c. Say "I don't know" and promise to provide the information later.</p> <p>d. Say "no comment," rather than appear uninformed.</p>		
Q2.	<b>Write Short notes on following</b>	<b>5X4=20</b>	
	<p>a. Lobbying</p> <p>b. Image building</p> <p>c. Public opinion</p> <p>d. Video conference</p>		<b>CO2</b>
<b>SECTION B</b>			
	<b>Long/subjective questions</b>	<b>Marks</b>	<b>CO</b>
Q3	'Managing uncertainty is essential for PR'. Explain the Crisis Communication Plan with an appropriate example.	<b>10</b>	<b>CO3</b>
Q4	PR activities aim to earn public understanding and acceptance, to gain public support'. Explain the statement with the functions of PR.	<b>10</b>	<b>CO3</b>
Q5	Explain difference between PR and Branding with suitable example	<b>10</b>	<b>CO4</b>

**SECTION-C**

**Case/ Application based questions**

**Marks**

**CO**



In 2004, research indicated to Dove only 2% of women consider themselves beautiful. Challenging idealized depictions of beauty, the brand responded with a campaign that used "real" women in their marketing rather than professional models. Activations included booking these women on The Oprah Winfrey Show and The Ellen DeGeneres Show.

"We felt it was our responsibility to open up a conversation aimed at widening society's definition of beauty and invite all women to realize their potential for beauty," said Nick Soukas, VP and GM, skin cleansing and baby care USA at Dove parent company Unilever.

Annual sales for the brand in the first 10 years of the campaign rose from \$2.5 billion to over \$4 billion. It was named PRWeek's 2006 Consumer Launch Campaign of the Year.

Q6	Enumerate PR techniques employed in Dove's campaign	<b>10</b>	<b>CO4</b>
Q7	Assume yourself as PR consultant for Barbie in India, what kind of design of PR research you would propose .	<b>10</b>	<b>CO4</b>
Q8	Identify the reasons and factors behind grand success of Dove's campaign	<b>10</b>	<b>CO4</b>

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**SECTION A**

Q.I.	Multiple choice question. Choose correct answer with explanation	Marks	CO
	<p>1. The “internal factors” portion of a firm’s public relations situation analysis often includes</p> <ul style="list-style-type: none"><li>a. a communication audit</li><li>b. strategy suggestions</li><li>c. community focus groups</li><li>d. a listing of media contacts</li></ul> <p>2. The process of identifying publics who are involved and affected by a situation central to an organization is called a(n)</p> <ul style="list-style-type: none"><li>a. exploratory survey</li><li>b. situation interview</li><li>c. communication audit</li><li>d. stakeholder analysis</li></ul> <p>3. Approximately what proportion of nonprofit sector practitioners conduct audience research?</p> <ul style="list-style-type: none"><li>a. One-quarter</li><li>b. One-half</li><li>c. Two thirds</li><li>d. Almost all</li></ul> <p>4. Psychographics refers to</p> <ul style="list-style-type: none"><li>a. individual values, lifestyles and characteristics</li><li>b. individual sex, age, race and income statistics</li><li>c. potential influence</li><li>d. all of the above</li></ul> <p>5. The American flag is an example of a</p> <ul style="list-style-type: none"><li>a. stereotype</li><li>b. semantic device</li><li>c. symbol</li><li>d. message</li></ul> <p>6. Which traditional news criterion would you expect to be most important in public relations messages distributed through the mass media?</p> <ul style="list-style-type: none"><li>a. Proximity</li><li>b. Timeliness</li></ul>	<b>2X10= 20</b>	<b>CO1,2</b>

	<p>c. Prominence d. Impact</p> <p>7. In recent years social media has had a major impact on the practice of public relations. In which of the following areas has the impact been greatest and experienced most immediately?</p> <p>a. Politics b. Retail business c. Automotive sales d. Nonprofits</p> <p>8. Which phase of public relations audience research is associated with summative evaluation?</p> <p>a. Implementation b. Impact c. Attitude change d. Preparation</p> <p>9. What is the primary public relations activity in financial relations?</p> <p>a. Measuring investor opinions toward the company b. Producing the annual report c. Making arrangements and preparing materials for financial meetings d. Writing and disseminating financial news releases</p> <p>10. Which of the following Internet-related challenges is most significant in the public relations field?</p> <p>a. Representing clients using new social media environments b. Finding stable, cost-effective Internet providers c. Training staff to use social media d. Staying abreast of changing technology</p>		
Q2.	Write Short notes on following	<b>5X4=20</b>	
	<p>a. Corporate Communication Strategies and Tools b. Crisis Communication c. Corporate Advertising, d. CC/PR in Brand Building</p>		<b>CO2</b>
<b>SECTION B</b>			
	<b>Long/subjective questions</b>	<b>Marks</b>	<b>CO</b>
Q3	Explain the concept of Dark PR at length. What are the qualities of a PR Practitioner?	<b>10</b>	<b>CO3</b>
Q4	State any 4 points of difference between In-house PR and PR agency.	<b>10</b>	<b>CO3</b>
Q5	Describe media and non-media public relations tools and what are the important factors to be kept in mind while implementing them?	<b>10</b>	<b>CO4</b>
<b>SECTION-C</b>			
	<b>Case/ Application based questions</b>	<b>Marks</b>	<b>CO</b>
	Barbie has been a staple in children's lives since 1959. And Mattel, along with Ketchum West, harnessed Barbie's brand power by having the public choose her 126th career. Over a million people voted for Computer Engineer Barbie in a campaign mixing the public's love for Barbie with the movement to empower girls. In an inspired touch, the		

Society of Women Engineers and National Academy of Engineering helped create the doll's look.



The result was coverage on *Today*, CNN, *The New York Times*, *The Wall Street Journal*, and *Redbook*, as well as PRWeek 2011 Campaign of the Year and Product Brand Development Campaign of the Year awards. The campaign generated a 144% sales increase for Mattel's "I Can Be" doll line.

Michelle Chidoni, VP of global brand communications at Mattel, said the company knew giving consumers a voice and delivering a doll they requested would drive earned media and create a conversation around the lack of women .

"The conversation was extremely positive and underscored the brand's purpose," she noted. "When a girl plays with Barbie she imagines everything she can become. For almost 60 years, Barbie has exposed girls to roles where women are underrepresented to show them they can be anything."

Q6	Enumerate PR techniques employed in Barbie's campaign	10	CO4
Q7	Assume yourself as PR consultant for Barbie in India, what kind of design of PR research you would propose .	10	CO4
Q8	Identify the reasons and factors behind grand success of Barbie's campaign	10	CO4