

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV - 2021

Course Code : BAJ2010

Course Name : Sem IV - BAJ2010 - Public Relations and Corporate Communications

Program : BAJ

Date : 12-APR-2023

Time : 2PM -
3.30PM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
- (ii) Question paper consists of 3 parts.*
- (iii) Scientific and non-programmable calculator are permitted.*
- (iv) Do not write any information on the question paper other than Roll Number.*

PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. The evolution of public relations can be traced back to which historical period?
a) The Industrial Revolution (CO1) [Knowledge]
b) The Renaissance
c) The Enlightenment
d) The Middle Ages
2. Reactive public relations refers to:
a) Responding to public feedback and concerns after they have already arisen (CO1) [Knowledge]
b) Anticipating and addressing potential public feedback and concerns in advance
c) Using spin and propaganda to control public opinion
d) Building mutually beneficial relationships with stakeholders
3. Which of the following is a function of public relations ?
a) Product development (CO1) [Knowledge]
b) Human resources management
c) Crisis management
d) Default option text

4. Which type of public relations involves anticipating and preparing for potential issues and events?
a) Reactive PR (CO1) [Knowledge]
b) Proactive PR
c) Spin PR
d) None of the above
5. Which of the following is not a function of public relations?
a) Building and maintaining relationships with stakeholders (CO1) [Knowledge]
b) Managing a company's financial assets
c) Developing and executing communication strategies
d) Conducting research and evaluation
6. Which type of public relations involves manipulating public opinion through deceptive or misleading tactics ?
a) Reactive PR (CO1) [Knowledge]
b) Proactive PR
c) Spin PR
d) None of the above
7. Spin public relations refers to:
a) Responding to public feedback and concerns after they have already arisen (CO1) [Knowledge]
b) Anticipating and addressing potential public feedback and concerns in advance
c) Using propaganda and misinformation to manipulate public opinion
d) Building mutually beneficial relationships with stakeholders
8. Which type of public relations involves responding to issues and events as they arise?
a) Reactive PR (CO1) [Knowledge]
b) Proactive PR
c) Spin PR
d) None of the above
9. Which of the following is NOT an example of a function of public relations in crisis management?
a) Preparation and planning (CO1) [Knowledge]
b) Communication and response
c) Damage control and recovery
d) Product development and sales
10. Which of the following is an example of an internal public in public relations?
a) Customers (CO1) [Knowledge]
b) Suppliers
c) Shareholders
d) Employees

PART B

ANSWER ALL THE QUESTIONS

(4 X 5 = 20M)

11. Advertising is a key component of many public relations campaigns. Discuss the role that advertising plays in public relations and the ethical considerations that need to be taken into account when developing advertising campaigns.
- (CO1) [Comprehension]
12. Explain the concept of corporate social responsibility and its importance in modern public relations practice. Provide examples of companies that have successfully integrated CSR into their communications strategy.
- (CO1) [Comprehension]
13. Explain the purpose and benefits of a bulletin board in a PR campaign. What types of content might be displayed on a bulletin board, and how can it be used to engage and inform employees, customers, and other stakeholders?
- (CO2) [Comprehension]
14. How do PR agencies use media relations to help clients gain exposure and positive coverage in the media? What are some tools and techniques that PR agencies use to build relationships with journalists and other media professionals?
- (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 10 = 10M)

15. Describe the functions of a PR agency. How do PR agencies work with clients to develop and execute effective PR campaigns? What are the key stages of a PR campaign, and how do agencies measure the success of their efforts?
- (CO1) [Application]

