

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

BB-296

B.B.A. (Part-II) Examination, 2022

PUBLIC RELATIONS MANAGEMENT

Paper - BBA-206

Time : 3 Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All the *ten* questions are compulsory. Each question is to be attempted in around **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Answer any *three* questions out of five. Each question is to be attempted in around **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries **20** marks.

Section-A

1. (i) Explain mannerism in Public Relation.
- (ii) What do you mean by Public Relation ?
- (iii) What do you understand by Corporate Image ? Give example.

BR-762

(1)

BB-296 P.T.O.

- (iv) Give *two* examples of each Tangible and Intangible goods.
- (v) In your opinion which *two* areas of PR work are important ? Why ?
- (vi) What is the role of public relation in organising Press Conferences ?
- (vii) Mention *two* qualities of a Brand Ambassador.
- (viii) What is Ethics ? Explain any *two* Do's of ethics in Public Relation Management.
- (ix) Explain Customer Care.
- (x) What is Outsourcing of Public Relations ? Explain briefly.

Section–B

2. Explain the organization of public relation department with a suitable example from the corporate.
3. Discuss the process of customer complaint handling.
4. Write short note on PR and Sales Promotion.
5. Explain the Public Relation Process.
6. Read the following case study and answer the question given below :

'Neptune' is an automobile company producing different kinds of vehicles like motorcycles, cars, trucks and the like. It is a multinational company that entered in India through Foreign Direct Investment (FDI). In their early years their performance and sales of company were good but now the company is facing crises due to growing government rules, conflict with employees and increasing customer complaints. Company has see around 20% fall in their sales in last 2 years.

Question :

How can the Public Relation Officer help in solving Customer Complaints ?

Section-C

7. Read the following Case Study and answer the given questions :

Anju Appliances are the manufacturer of durable consumer goods like electronic automatic irons, toasters, fans, heaters and the like. It is a medium sized industry. It has just entered in market 6 months ago. It is difficult for them to complete in market with the large scale industry. They have to remain competitive and have to promote the company.

Questions :

- (i) Advise the company on how they can promote the company. Whether the company should go for PR ? Should it go for in house PR or PR consultancy to promote the company. Explain with suitable justification.
- (ii) In case the company plans for PR, explain four important tools that the company can utilise for its promotion.

10,10