



Register Number:

Date: 25-10-19

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27**  
**MA Advertising and Public Relations – I SEMESTER**  
**SEMESTER EXAMINATION: OCTOBER 2019**  
**APR 7419: PUBLIC RELATIONS: PRINCIPLES AND PRACTICES**

**Time: 2 ½ hrs**

**Max Marks: 70**

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

**This paper contains TWO printed page and FOUR parts**

**I. Answer the following objective questions. Write the answers in the answer script**  
**(1 x 10 = 10)**

1. Public Relations is the ----- of building and sustaining long term relationships between an organization and its publics
2. Which among the following is not an external stakeholder communication tool-
  - a. Media interactions
  - b. Press releases
  - c. CEO Town Hall
  - d. Industry events
3. Name two new media publications
4. Which of the below is a PR tactic
  - a. Press conference
  - b. Press releases
  - c. Media interactions
  - d. All of the above
5. How many steps are involved in writing a press release?
  - a. 9
  - b. 6
  - c. 8
  - d. 7
6. Persuasion is an act of -----
7. Crisis Communication is ----- method of curtailing the reputation damage on a brand
  - a. Proactive
  - b. Reactive
  - c. Proactive and reactive
8. Name two leading public relation firms in the country, other than The PRactice
9. Which is the most read English newspaper in India?
10. How many editions does a Deccan Herald newspaper have?

**II. Answer ANY FOUR of the following in 100 – 150 words each**

**(4 x 5 = 20)**

11. What are the four key modes of internal stakeholder communication?
12. Highlight the five features of an online publication?
13. Who is a stringer and what is his role?
14. What is the responsibility of a news desk?
15. What is a boilerplate in a press release?

**III. Answer ANY TWO the following in 200 words each**

**(2 x 10 = 20)**

16. Highlight and explain 5 skill sets required of a public relations practitioner?
17. Draw out the editorial structure of a newspaper publishing house?
18. What are the three similarities between PR and journalism?
19. Describe the prerequisites for an effective PR strategy?

**IV. Answer ANY ONE the following descriptive questions in 400 words**

**(1 x 20 = 20)**

20. Write a media press release in the prescribed format referring to the information given below:
  - a. The 5k Marathon is organized by Bengaluru Citizens Forum (An NGO working towards the betterment of Bengaluru City). Marathon will be held on October 15, 2019, on the account of Independence Day. The event will be flagged off from Kanteerava Stadium, Bengaluru. The press release should focus on announcement and registration for the marathon.
21. Write about a crisis communication case study and how the brand went about tackling it. Highlight the steps the brand took to regain its reputation.

**OK**