



Register Number: 19APR 660 22.

DATE: 19-11-2020

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027**  
**MA ADVERTISING AND PUBLIC RELATIONS – III SEMESTER**  
**SEMESTER EXAMINATION, NOVEMBER 2020**  
**APRPDS9219 – STRATEGIC PR AND REPUTATION MANAGEMENT**

Time: 2 ½ hrs.

Max Marks: 70

**This paper contains THREE printed pages and FIVE parts**

ALL questions must be attempted. Answers will be evaluated on precision, clarity, and elegance. Avoid repetitions, redundancies, and unnecessary words.

I. Answer **ALL** the questions in about 300 -350 words

(4 x10 = 40)

1. Define and describe briefly the "fundamental" objective and "means" objectives of strategy. List in tabular form the differences between corporate strategy and competitive strategy.
2. What is a good argument? What is the standard form of an argument? List and explain in short, with hypothetical examples for each, six major principles to keep in mind for fair argumentation.
3. What is a public issue? Mention and explain in brief each of the six steps involved in an issues management process.
4. What is an organizational crisis? Mention and explain in brief each of the six elements that go into making a crisis plan.

II. Answer **ALL** the questions

(2 x 15 = 30)

5. There are 3 parts to the following question. Each part is 5 marks. Attempt **ALL**  
a. According to Fombrun's corporate reputational framework, define the following in 15-25 words each:

- Identity
- Brand
- Branding
- Perception (aka image)
- Reputation

b. In 50 - 75 words, list in tabular format, the differences between "brand" and "reputation", and "branding" and "reputation building"

- c. Provide 2 examples (corporate names) each of "strong brand, but weak reputation" and "weak reputation, but strong brand".

6. There are 4 parts to this question. Attempt ALL

- a. In 40 – 60 words explain what is risk communications? What is its goal?
- b. In 30 – 50 words explain how is risk communications different from issues management?
- c. In 150-250 words list and explain the four theories that combine to form the basis for risk communications.
- d. In 200 – 300 words prepare a 5-step outline, with a short explanation of each step, of a public relations plan incorporating risk communications.