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Register Number:

Date: \_8\_/\_3\_/2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 560027**

**M.A ADVERTISING AND PUBLIC RELATIONS – III SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

**APR PDS 9219 - Strategic Pr and Reputation Management**

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

Time: 2 ½ hrs. Max Marks: 70

**I. Write short notes (50-70 words) on the following questions with an example. Answer ALL. (2 x 10 =20)**

1. Define PR with an example.
2. What is Brand Communication? Give example.
3. What is CSR? Illustrate with an example.
4. How to define target audience for a campaign? Give an example.
5. What is stakeholder management? Define internal and external stake holders.
6. What roles do NGOs play in reputation management?
7. What is crisis communication? Give an example.
8. Who are spokespersons? What role do they play?
9. Who is a social influencer? How can they enhance online reputation?
10. List a few examples of effective communication techniques.

**II. Answer any THREE of the following in about 150-200 words each**

**(10 x 3 = 30)**

1. What is the relationship between PR and Corporate Communication? How they complement each other in an organisation?
2. What is corporate image management? How do you build a corporate image using PR and Media Relations?
3. Explain the process of developing credible corporate messages and how do you measure the effectiveness of delivery of the messages?
4. Illustrate the role of vision and mission statement for effective brand building. What roles do internal stakeholders play in this?
5. Write a note on online reputation management and illustrate with examples.

**III. Answer any ONE of the following in about 350-400 words (1 x 20 = 20)**

Please choose one of the following scenario and write a note based on the below guidelines.

**Scenario 1: MM Bank**

MM Bank is the recent victim of cyber-attack. A hacker managed to withdraw 10 crores from 500+ top accounts in a matter of 48 hours before the Bank could restore its security breaches. The bank has agreed to refund the account holders immediately to cover their losses. As a result of this crisis, 25% of account holders have closed the accounts in a matter of weeks and another 30% are in the verge of closing their accounts. The bank has lost millions of rupees and is at risk of closing down. MM Bank needs to launch an immediate crisis communication plans to retain customers, save the reputation, regain investor confidence and manage the brand.

If you are the head of corporate communications at MM Bank, how would you manage this crisis? Please keep the following points in mind while writing the answer.

1. Define key messages and identify spokespeople.
2. Identify key internal and external stakeholders involved.
3. Draft a crisis communication plan to engage with media, influencers and customers.
4. Draft a press note addressing the customers and investors.
5. Write a line or two in conclusion with expected outcome of the plan.

**Scenario 2:**

CEO of CX IT Company (A global Ai company) has been accused of sexual harassment by his direct reportee in the management team. A case has been filed in the high court which resulted in a lot of negative press coverage and online outrage. There has been an increased demand for the CEO to step down. As a result of this crisis, the company’s share prices have been dropping drastically and it’s been a great challenge for HR team to recruit new employees. Many of the female employees have quit the company as a sign of protest. The company’s attrition rate has gone up and there is a shortage of 5000+ employees globally. This further resulted in losing key global customers. The CEO of the company is a global figure, has the reputation of a global innovator and an iconic CEO who transformed the business of CX IT from a million dollar company to 50 billion dollar company. There is a lot at stake for the company to lose the CEO.

If you are the head of corporate communications of this company, how would you manage this crisis? As the CEO will step you down? Please keep the following points in mind while drafting the answers.

1. Define key messages and identify spokespeople.
2. Identify both internal and external stakeholders involved.
3. Draft a crisis communication plan to engage with media, influencers and customers.
4. Draft a press note addressing the customers and investors.
5. Write a line or two in conclusion with expected outcome of the plan.

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