

**MODEL ANSWER CLASS SYBA SUBJECT – PUBLIC RELATIONS II SUBJECT CODE-- 96521 SEM IV QP CODE 52765 DARE 18 -4 19**

Q1A I A function as an important tool for Internal Public Relations 2 useful to maintain external PR and image building 3 communication between persons working on equal ranks 4 sponsorship, open day , exhibition 5 social responsibility and contribution of Business organization towards social cause

B 1 b public relations 2 c new employees 3 c formal 4 a lobbying 5 a external PR

C 1 – internal PR 2- for limited circulation 3- feedback 4- e communication 5- product sale

D – 1 –false 2- false 3-false 4- true 5- true

Question 2 A Upward channel of communication flows from subordinates to the superiors advantages i feedback from subordinates ii Gives voice to employees iii Encourages Participation iv Raises morale v foster friendly relations / Limitations-i Long lines of communication ii Fear of status iii Bypassing of authorities iv Time consuming v Resistance from employees

B Limitations of downward communication channel-i Long lines of communication ii Fear of status iii Bypassing of authorities iv Time consuming v Resistance from employees

C Different functions of PR – 1 to promote the goods and services of the organization 2 to maintain good relationship with the publics of the organization such as employees, customers, shareholders etc 3 to offer consultancy and advice 4 to engage in lobbying 5 to undertake research for the promotion of organization’s image

Q 3 AA positive image building of business organization - corporate sector deals with varied publics such as employees, customers, shareholders, distributors etc. Corporate image is cumulative perceptions about the business organization by its stakeholders. The functions of PR in corporate sector are as follows - identification of the current image among various publics - determination of elements of desired image-building and projecting human face of the organization-conducting planned activities catering to different publics - increasing communication activities within and outside the organization - measuring the feedback - maintaining media relations- counseling of management to improve overall performance - conducting research through public opinion and survey

B Public Relations with advertisers –growing need for impressive advertisement on the background of globalization and tough competition, different channels and tools and methods of advertisement i // Public Relations with Dealers - Distributors - they promote goods and services, act as a link between manufacturer and customers-a customer comes in a direct contact with dealer hence he gets the impression about the company through dealers . PR helps in the selection of honest and cooperative dealers which can attract customer by providing a quality

customer service-PR department also maintain personal and cordial contacts with dealers and acts as a facilitator

C -Importance of Public Relations with government organization – positive interaction, effective PR strategy, lobbying, communication of regulatory issues, knowledge of legislative development

NGOs –NGOs exist because government cannot do everything – communication of goals and objectives to maintain visibility, credibility, accountability and growth- fund raising is very important for NGOs in which PR plays very important role

Q 4 A Importance of code of ethics prescribed by Public Relations Society of India as a member of a society PR practioner should conduct and maintain proper and moral relationship with publics, to establish communication channels with public, should respect universal human rights. He or she shall undertake to show loyalty and integrity with his clients, employers and other stakeholders, shall refrain from unethical activities

B Ethics of PR-PRACTICE -PR department is responsible for the promotion of the image of the business organization; it acts as a link between the organization and its publics such as employees, clients, distributors, shareholders etc so PR based on principles such as loyalty, integrity, truth, honesty is important to bridge the communication gap between the business and its organization. MUST KEEP AWAY FROM Misconceptions about PR Fine Appearance Annual Party, Free Gift, Propaganda

C-code of Conduct for Print and Electronic media and advertisement-should confirm the law of country, should adhere morality and decency, should follow the principles of Indian constitution, should avoid criticism of friendly countries, should avoid attack on religion, community, avoid obscenity, avoid anything that is against integrity of the country and social harmony etc

#### Q 5 SHORT NOTES

i Fields of Public Relations - Media Relations , Community Relations , Consultancy , fund raising, corporate counselling, strategic planning, Event Management, crisis management

ii ) PR persons are expected to conduct Press Conference, to give advice, to draft speeches, annual report, to give presentation, for all these work one must have good communication skill both oral and written

iii Duties of PR- Advice and counseling, Survey and opinion polls, Media Relations, Employee Relations, Promotion of the image of the company

iv v PR and marketing - both are essentially corporate function; however PR is used for both commercial and noncommercial organizations. PR can be used for marketing of any good product

v PR and advertising - advertise makes the product known and PR builds an image for the product, promotes the product , advertising is a marketing tool while PR is a professional activity

vi Business Communication and PR -Effective communication is important to promote Business through PR , both oral and written communication is important for PR activities such as writing, editing annual reports, to maintain media relations, to prepare speech and presentation