

QP CODE ---31292

Model Answer Key Class SYBA Subject – Public Relations SEM –IV April 18

Q 1 A I Press release, exhibition, open day, sponsorship

II Clarity, coherence, conciseness

III Specialized Communication between organization and public carried out for the promotion of image of the organization

IV Public relations activities carried out with the help of internet is called as e Public Relations

V Communication that takes place between employees or officials of the same ranks is called as Horizontal communication

B I downwards II shareholders III counseling IV Lobbying V prohibited

C I- for limited circulation II- new technology III - informal channel of communication IV – internal PR V- Essential for PR

D I- False II- True III - True IV- True V – False

Q 2 A There are two formal channels are existed within an organization **A** downward channels of communication flows from superiors to the subordinates advantages I Helpful for maintaining discipline ii Delegate authority and responsibility iii Well informed employees iv issuing orders and instruction v explanation of complex issues vi useful for coordination

Limitations-i time consuming ii lack of feedback iii bypassing of authorities iv loss or distortion of the original message v unnecessary delay

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

Horizontal communication channel--- Communication that takes place between employees or officials of the same ranks is called as Horizontal

Grapevine communication channel is an informal channel

B Different tools of PR I Media Relations ii exhibitions iii sponsorship iv business event v brochures and catalogues vi employee relations vii community relations viii open day policy

C I customers ii shareholders iii dealers IV clients v financial institutions vi government officials
vii NGOs

Q 3 A 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 - Internal Public Relations -it helps establish two way communication within organization various tools and activities i suggestion schemes - ensure upward communication ii Advice and counseling - to handle employees with problems iii Various publications-to dispel information iv social get together - to foster informal and friendlier relations among employees v use of audio-visual aids- to entertain and to instruct employees

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- code of conduct expected to be followed by 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 **MUST KEEP AWAY FROM** Misconceptions about PR Fine Appearance Annual Party, Free Gift, Propaganda

B-- code of Conduct for commercial 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

C –Ethical values for public relations -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

Q 5 Short notes I functions of PR – press relations, corporate communication,, lobbying, counseling ,special events

II Skills for PR – Communication skill, drafting, analytical skill, decision making,

III 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

IV PR and Psychology –group behavior, attitude formation, knowledge of social psychology

V PR and journalism – communication skills, press release, media relations, drafting skill,

VI Public opinion and feedback – tools of PR – know the public opinion about product, policy and services.