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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | | | |
| **MA JOURNALISM AND MASS COMMUNICATION - II SEMESTER** | | | | | | |
| **SEMESTER EXAMINATION: APRIL 2019** | | | | | | |
| **MC 8318 – PUBLIC RELATIONS (THEORY)** | | | | | | |
|  |  |  |  |  |  |  |
| **Time- 2 1/2 hrs** | |  | **Max Marks-70** | | |  |
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| **This paper contains ONE printed page and TWO parts** | | | | | | |

**Part A**

1. **Answer any FOUR of the following questions: (5x4 = 20 marks)**
   1. What is crisis communication? Explain with an example.
   2. Explain with an example why the Cultural Interpreter model of Public Relations has become necessary.
   3. As part of problem-solving in PR, what questions should we ask when defining the problem statement?
   4. How can business events help in PR? Note: Steer away from advertisement benefits.
   5. Explain with an example how social media influencers can help in the PR of an FMCG product.
2. **Answer BOTH in detail: (2x10 = 20 marks)**
3. Explain any two of Grunig’s initial models for Public Relations
4. Explain with two examples how bad on-ground moves have forced companies to take up drastic PR strategies.

**Part B**

1. **Given what you have learnt about press releases:**
2. Explain in detail the basic components of a press release. **(4 marks)**
3. Outline the structure of a press release. **(6 marks)**
4. **Write a blog on any one of the following topics:(20 marks)**

[Note: Use proper arguments to make your case]

1. India should introduce the four-day work-week policy to increase productivity
2. There should be a change in how much education costs these days [Make your own arguments on whether it should be less or more expensive]
3. Choose an unpopular opinion you hold and use the lessons in persuasion to try and convince readers about it [Topics already covered in class — whether by you or a classmate — should not be chosen again]