

**Instructions to Candidates :**

1. Attempt all the questions.
2. All questions carry equal marks.
3. Figures to the right indicate full marks.

**Q.1 a)** Ivy Lee - father of PR is instrumental towards identifying the origin and development of the P.R. department as seen today - Elaborate with suitable references. [15]

**OR**

**Q.1 b)** 'Swami Vivekanand is considered to have excellent Public Relation skills' - Elaborate with reference to the qualities of good PRO and his duties. [15]

**Q.2 a) i)** State the details on the social cause marketing initiatives and long term branding campaign - on the "TATA TEA JAAGO RE!" advertising campaign. Why do you think TATA's vectored the social problems as a part of the campaign ? [10]

ii) What is the impact of such campaign on corporate image & customers Loyalty ? [5]

**OR**

**Q.2 b) i)** Case Study : "Rags to Riches" - Discuss. [5]

ii) "The performance of Nirma during the decade of 1980's has been labelled as 'Marketing Mirade' of an era "-Nirma created a new segement in domestic market place; thanks to the public awareness and effective PR Strategies used by the company - Elaborate with reference to the high success rate achieved by company - for its 'Value for money' product. [10]

**Q.3 a) i)** Draft a Press Release for a 'Music concert', organised by Pop sensation, the Beatles' - who received the 5th platinum album for their block buster release "Dream space" on March 20th, 2013; contact : Rahul Mehra; Mobile : 9626526588; e mail : [rahul@Inidanexpress.com](mailto:rahul@Inidanexpress.com); Ticket available at - 02225306783 Or Coounter No. 97-LANDMARK HOUSE, MUMBAI. [10]

ii) State 10 essential steps to hold a press conference. [5]

Q.3 b) i) "Build Value, demand & global understanding for PR" - Explain with reference to guidelines and core value set for Ethical practices by PRSI & PRSA. [10]

ii) What is a Crisis ? What are the different types of crisis that can occur in an organisation ? [Give atleast one example each] [5]

OR

Q.4 a) Write short notes On :

- 1. -Mc-Donald's - Corporate Image [5]
- 2. - Media of Public Relations. [5]
- 3. - Propoganda & Publicity [5]

OR

b) Write short notes on :-

- 1. -CSR - Infosys Foundation [5]
- 2. - COPRA and RTI & PR [5]
- 3. -Brand Ambassadors & PR [5]

OR

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iii) The performance of Nirma during the decade of 1980's has been labelled as 'Marketing Mirabe', of an era "Nirma created a new segment in domestic market place; thanks to the public awareness and effective PR strategies used by the company. Elaborate with reference to the high success rate achieved by company - for its Value for money' product.

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ii) State 10 essential steps to hold a press conference [5]