

BAMC (Fifth Semester)Examination, 2013

Paper Code : AS-

Introduction to Public Relation

Model Answer

Objective Answer :

1. (i) (c) Genuine action and honest communication
- (ii) (c) Communication
- (iii) (b) of same type
- (iv) (c) Opinion Leader
- (v) (c) Development public relation
- (vi) (a) PIB, DAVP, RNI, Doordarshan, National Film archive of India
- (vii) (i) Fact finding, Planning, Implementation, Evaluation
- (viii) (c) To encourage Public Relation professionals for lobbying
- (ix) (c) International Public Relation Association
- (x) (d) can be changed by corporate social responsibility

Subjective Answer :

2. PR is the planned and sustained effort to establish and maintain mutual understanding between an organization and its Publics. PR is still in developing stage in India. Although we can find its existence in India from the ancient period. We can see the development in three stages : **(A)** From 1500 BC to 1857 AD (Maurya empire, Mughals empire, east India Company rule, Great sepoy mutiny) **(B)** From 1858 to 1947 (British rule), **(C)** From Independent India till today (launching five year plan, est. of PRSI, Industrial Policy and economic liberalization, proliferation of media)
3. The four step of PR process: Research, Planning, Implementation and Evaluation. The commonly used and immensely valuable technique of research is SWOT analysis which is **strengths, weaknesses, oppurtunities** and **threats** related to any campaign.
4. Public Sector is legal entity created by the government but exterior to government organization, functionally and financially independent for carrying on specific activities prescribed in the law creating it. Andhra Pradesh state Road Transport Corporation (APSRTC) has become the second biggest state transport undertaking next to Maharashtra with a fleet strength of twenty thousand buses and eleven thousand five hundred employees. It become possible because APSRTC has strong Public Relation, particularly understanding between management and its public. (student can provide their own example.)
5. Evaluation led the organization to understand the positive and negative aspect of the PR campaign which definitely provides them direction for a strong planning in future. There

could be several technique and research activities such as environmental monitoring/ observation, getting feedback through survey, quantitative and qualitative researches.

6. Government has liability towards people and parliament. Therefore, it needs strong communication with public, for addressing peoples' issue and also to make people aware with government policies and programmes. Doordarshan, All India Radio, DAVP , PIB, RNI are five media unit running under I & B ministry which works as a PR for government. (student may write about other media unit.)
7. Basically corporate publication can be divided into two parts. First for internal public and second for external public. House magazine, Brochure, Pamphlet, Annual Report, catalogue all are different variety to address the internal and external public.
8. (i) PR is in growing stage in India. Government has different media units to continue its PR, different government departments has set their own PR set up. Industrial policy and liberalization (1991) has opened door to bloom PR in India. Different agencies have grown such as APCO, Ogilvy & Mather agency to fulfill these Industries need.

(ii) Code of ethics adopted by PRSI regulates the professional for working in right direction. It prohibits the professional for doing unnecessary practices and also it explains the liabilities and right of a PR professional.

(ii) Publicity and propaganda role is to create public opinion. In other word Public opinion incorporate and based on feedback but propaganda does not. It's a one way communication. On the other half publicity is also an organization's promotional activity.

(iv) Chhattisgarh PR department promotes different policies and programmes among peoples such as Gram Suraj Abhiyan, Hariyar Chhattisgarh Mahaabhiyaan, Mitinin Programme, education programme . And the department do try to reveal the people's reaction for these programmes. It also promotes different advertisement or PR programme in favour of Chhattisgarh government.