

(Following Paper ID and Roll No. to be filled in your Answer Books)

Paper ID : 2290056

Roll No.

MAM

Regular Theory Examination (Odd Sem-V), 2016-17

PUBLIC RELATIONS MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Note : Attempt questions as per instruction given in each section.

SECTION - A

1. Attempt all questions in this section : (10×2=20)
- Define public relations management.
 - What do you mean by propaganda?
 - What is press release?
 - Define concept of Media Relations.
 - Define concept of Guest Relations in public relations management.
 - Community Relations
 - Define PR Campaign.
 - Differentiate between Public relations and publicity.
 - Print media
 - Press conference

SECTION - B

Note : Attempt any Five questions from this section. Each question carries equal marks. (5×10=50)

- 2. What can happen if Public Relations are not available? Comment.**
- 3. Elaborate Steps in Public Relations Process.**
- 4. What is role of media in public relations? Which techniques should be following to establishing media relations?**
- 5. State the various theories of Public Relations Management.**
- 6. Describe the PR with government. What the various opportunities to approach with central and state govt.**
- 7. Explain any two of the communication models in detail.**
- 8. "Feedback is totally neglected in Public Relations activity". Do you agree with this comment?**
- 9. What is the importance of 'image building' in an organization?**

SECTION - C

(Case Study)

Note : Read the following case carefully. Answer the question given at the end of the case. All questions carry equal marks. (15×2=30)

Crisis in Dave's Diner

Dave's Diner, a regionally famous family - owned chain of full - service restaurants is located in 13 Midwestern US states. For the first time in the family's history, the last three new restaurants were franchisees in St. Louis, Memphis, and Oklahoma City.

The Crisis

The first incidents involved two private parties at their flagship Dave's Diner in Des Moines. Reports of ill customers reached the restaurant as local emergency rooms began taking in seriously and suddenly ill patients of all kinds - children, older adults, a cross - section of individuals from the community. A local radio station, apparently tipped off by an ER worker, sent a local freelance reporter to several emergency rooms in the area to interview both staff and victims. The reporter, almost immediately, began doing live broadcast interviews with victims and their families.

The Complexities

Before long, more than a dozen victims were reported to be in critical condition, two of them on life support equipment. The vast majority of victims were suffering symptoms ranging from explosive diarrhea to upset stomachs,

As with any such situation, Dave's Diner was required to make certain notifications immediately, thus involving government agencies and other civil authorities. With very little information to go on, the owners of Dave's Diner organization were almost immediately facing very serious public questions, most requiring some affirmative action, now. They were required to take actions and make decisions with very little information; meanwhile, negative visibility was growing by the minute. For a family company which had built up decades of good will, this was a very stressful situation.

Although it appeared that only is the store in Des Moines was involved, media coverage seemed to be uncovering individuals with health issues who ate at other stores in the chain in the past few days. Almost immediately, customer victims began calling the restaurant to find out who was going to pay for trips to the doctor and other situations in which these individuals and families found themselves. As news of the situation spread across the media, restaurants in other locations and states were beginning to receive calls from local news outlets. <https://www.aktuonline.com>

The questions came fast and furious : How many victims are there? What are their conditions? How many hospitals are they being treated in? Is there any sense of the cause? What is the company doing about victim care, determining the causes, working with health authorities? How many stores will the company close until the mystery is resolved? Will the company take financial responsibility for the victims? How difficult is it going to be for victims to be compensated and taken care of? Needless to say, the Dave's Diner corporate offices were navigating a gigantic legal minefield for which the company was completely unprepared.

The Approach

The company chose to take a “moderately proactive” approach, which, in the long run, damaged the reputation of the company :

- All calls from victims and the media were referred to the corporate headquarters. Local store managers

were not briefed on the situation and were prohibited from commenting in response to calls.

- The statement from the company was delayed. Although the company promised a statement, it took a couple of hours before anything meaningful was said.
- The company appeared to step away from taking responsibility. While the initial response was empathetic, seeming to recognize that there were problems, they only promised to promptly “look into” the situation.
- A spokesman for the chain, one of the members of the founding family said the organization was evaluating “whether or not it was appropriate for the company to reimburse those making claims.”
- The company professed to be cooperating with all public authorities, and urged calm as the source of the contamination or causative agents were investigated. The company announced that it had closed the party and convention facility, which was the location of the original outbreak of illness, along with its special kitchen, in order to find the cause.
- The company never took complete responsibility, promising that it would take, “appropriate responsibility, depending on the circumstances and what the various investigations would show.”

The Culmination

- Countermanding the company’s decision to keep all restaurants open during the investigation, local

health authorities ordered the immediate closure and quarantine of the two restaurants in Des Moines, even though victims were only coming from the banquet facilities at the older flagship store.

- By late evening of the first day, victim families were holding large meetings organized by the news media and local health activist organizations.
- A local union (which had been trying to unionize restaurant workers for several years) seized the opportunity to establish a hotline to anonymously report operating infractions by the company, any circumstances where the restaurant was forcing its employees to cut safety corners, and any other relevant information that public authorities should consider as well as be known by the public.
 1. Comment about action taken by company to handle the crisis and role of media after the crisis.
 2. What are the possible long - range results against the Dave's Diner chain after the crisis? If you would be the Public Relations Manager of Dave's Diner, then how you will handle the situation?

