

MCM401 Fundamentals of Public Relations For Midterm Exam Preparation

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Short Questions and Answers :-

Question: What is a Press Release?

A press release, also known as a news release... is a condensed article that is written in a journalistic format. It is not an advertisement, but can often be more powerful for delivering attention. The purpose of the press release is to highlight what is interesting and newsworthy about your company, organization, services or products. Isn't Public Relations only for large companies? Almost every business can benefit from public relations as an alternative and addition to traditional advertising... and even smallest company can seize the opportunity for potentially

Answer: massive local, national or international exposure.

Question: Isn't Public Relations expensive?

Our programs are designed to be affordable for businesses of all sizes. Our Do It

Answer: Yourself Public Relations program that is available to businesses in any

geographical area in the United States starts at generally less than the cost of a small advertisement.

Question: Isn't Public Relations only for national exposure?
Local marketing exposure for national companies is one of the most overlooked areas of opportunity. Local exposures for businesses that provide products and services only in a designated local geographical area generally have an abundance of exposure opportunities available to them.

Answer:

Question: How often should we send out news releases to the media?
We suggest a minimum of a quarterly program of releases, however any newsworthy event should be considered for release. It is important to keep your name and information about your company top of mind to the news media. This helps validates you as an expert in your field and this can frequently lead to be called upon when a story about your subject is in the planning stages.

Answer:

Question: How do you write a press release that doesn't sound like an advertisement?
A good news release needs to be informative and include items of interest to the general public. Writing a release that sounds like an advertisement is a sure fire way to be ignored. Writing effective news releases that get attention is an art and the only way to perfect any art is through study and practice.

Answer:

Question: Can a home-based business benefit from Public Relations services?
Many of the samples of Public Relations success you see on our website have been for clients with home based businesses. Simply contact us for a no obligation, free consultation to discuss your own business potential for success.

Answer:

Question: What does Public Relation accomplished?
There are many objectives that may be achieved through expert public relations activity. Any one of them, any group of them, or all of them may be the basis for accompany public relations program. Professional public relations direct every

Answer:

activity toward reaching a selected objective; extraneous efforts are avoided – mere volume of press clippings is meaningless. Objectives that may be sought include: – Prestige or favorable image and its benefits. – Promotion of product and sales, idea and rewards. – Goodwill of Employees. – Prevent and solve Labor problem. – Goodwill of stock / shareholders. – Overcoming misconceptions and prejudices against the Company/group/organization. – Goodwill of customers/consumers. – Formulation and guidance for making policies.

Question: How Public Relation is associated to Mass communication?
Mass Communication Mass communication is the term used to describe the academic study of the various means by which individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper and magazine publishing, radio, television and film, as these are used both for disseminating news and for advertising. Public Relation association with Mass Communications The basic difference between mass communication and Public relation is that mass communication is used to disseminate the information to a larger audience with the help of newspaper, TV and radio etc. But Public Relations is a planned and sustained effort to establish and maintain goodwill and understanding between an organization and its public. But here we can say the mass communication is a tool through which public Relations can be established and enhanced with the involvement of mass communication channels.

Answer:

Question: Why we classify public Relation?
We classify Public Relations in various institutions or organizations but the objectives of all institutions, where the need of Public Relations department is observed, are the same to build, maintain and enhance the image of organization with its key public. Their style of operation could be varying from based on the nature or classification of organization yet the basic and principal objective would remain common or same to build, maintain and enhance institution image through mutual understanding with public. We classify Public Relations because when any organization or institutions are directly or sometimes indirectly involved with public, we need an established department to create a good image of organizations among people. For instance. Some Business Corporation, education institution or religious group require public relations department to enhance and maintain

Answer:

organization image in eyes of public by removing misunderstanding or contradictions.

- Question:** What are some examples of Public Relation in old ages?
Chinese characters are still an example of Public Relations means in old or primitive time people also used to engage in Public Relations activity through their writing, painting, and buildings pyramids etc. It means public Relation is not new but it was also practiced in old time. Chinese characters are one example of Public Relation to let student know history of Public Relations in old times. Some of the examples are given below in this regard For example people in old age practice public Relations Writings on tablets of stone, ancient buildings, pyramids, early temples, mosques, cave paintings in Zimbabwe bear pictorial messages. Holy
- Answer:** Books also communicate and tell people about faith.
- Question:** What is the difference between PR and propaganda?
Propaganda is the means of gaining support for an opinion, creed or belief. This is another form of communication & by no means must PR. Successful PR be
- Answer:** credible, whereas propaganda is liable to invite suspicion or at least disagreement.
-

- Question:** What is the difference between PR and publicity?
A simple definition would explain publicity as resulting from information being made known. So as • Publicity results from information being made known by PR plan. • PR is very much about the behavior of individuals, organizations, products & services. • Publicity only yields an image, subject to PR which provides adequate
- Answer:** knowledge for that image.
-

- Question:** What are 5 points for planning PR budget?
1. To determine, what will it cost to carry out a PR Plan. 2. What sort of plan can be carried out for a given sum of money? 3. After agreeing to a cost & Plan, budget provides a check list to tasks, to be done as per a time table. 4. Budget sets a discipline for both expenditure & over - expenditure. 5. After completion of
- Answer:** campaign, results can be measured against the budget.
-

Question: What are the principles of good public Relations?
• Maintain 2 ways Relationship. • Establish reputation of reliability. • Provide good copy. • Cooperation in providing material. • Provide Verification Facilities. •

Answer: Building Personal rapport with the Media.

Question: What are the 6 points good Public Relations?
A good public relations practitioner will take following six steps to maintain good relations with the press 1. He will maintain TWO ways Relationship. 2. He will by his conduct establish reputation of reliability. 3. The press will always provide good copy. 4. He will always cooperate with the press in providing material. 5. As and required he will provide Verification Facilities. 6. The PR practitioner will build personal rapport with the Media

Answer:

Question: How Should The News Releases Be Written
The easiest way to learn how to write news release is to study newspaper reports and observe how they are written: there is a special technique. Following TWO fundamental characteristics will be apparent from reading newspapers. A. The subject is stated in the opening words. B. The opening paragraph is a summary of the whole story. (The 7 Point Formula 1. Subject - What is the story about? 2. Organization - What is the name of Organization? Location - Where is the organization located? 4. Advantages - What is new? What are the benefits? 5. Details – What are the colors, sizes, prices, performance figures or other details? 6. Applications – What are the uses & who are the users? 7. Source – Is this different from location, e.g. location might be where the work is done, and source will be the head office.

Answer:

Question: What is private media?
Private Media. 1. House Journal 2. Videos 3. Slides. 4. Audio Cassettes. 5. Spoken word 6. Private exhibitions. 7. Seminars etc. 8. Educational Literature

Answer:

Question: What are the different types of house journals?
1. Magazines - - A4 size. 2. Newspapers - - like a tabloid. 3. Newsletter - - 2 to 8 pages. 4. Wall newspaper - - like a poster.

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Question: What do you mean by different types of research?

– Desk Research – It is basically a study of existing statistics and survey reports. – Field Research – This normally done by interviewing people ‘in the field’, as when interviewers contact respondents. – Ad hoc Research – This means one - off surveys, complete in one project only. – Continuous Research – These are the surveys carried out regularly e.g. monthly, thus recording changes or trends.

Answer:

Question: Why is there is need of budgeting?

1. To learn what will it cost to carry out a PR Program. 2. Or; to learn what sort of program can be carried out for a given sum of money. 3. Budgeting helps in controlling the program cost. 4. Budgeting provides a discipline for both expenditure & over- expenditure. 5. After completion of campaign, results can be

Answer: measured against the budget.

Question: How can Public Relations personnel be Prepare For Public Relations Crisis?

– Identify things that can go wrong & become highly visible, assess weaknesses throughout the organization. – Assign priorities based on which weaknesses are most urgent & most likely. – Draft questions, answers & resolutions for each potential crisis scenario. – Focus on the two most important tasks – what to do & what to say – during the first critical hours following a crisis. – Develop a strategy

Answer: to contain & counteract, not react & respond.

Question: How can Public Relations personnel are prepare for Countering Crisis With Strategy.

7 C's of PR are effective means of strategy to counter crisis 1. C REDIBILITY. 2. C ONTEXT. 3. C ONTENT. 4. C LARITY. 5. C ONTINUITY &

Answer: CONSISTENCY. 6. C HANNELS. 7. C APABILITY OF THE AUDIENCE.

Question: What are 8 Principles Apply To Consumer Behavior?

1. Unpleasant appeals can be learned as readily as pleasant ones. 2. Appeals made over a period of time are more effective. 3. Unique messages are better remembered. 4. It is easier to recognize an appeal than to recall it. 5. Knowledge of results increases learning of a message 6. Repetition is more effective when related to satisfaction. 7. Messages are easier to learn when they do not interfere with earlier habits. 8. Learning a new pattern of behavior can interfere with remembering something else.

Answer: