

Indian Institute of Science Education and Research Mohali

Advt. No. IISERM/NF (02)/Contractual/2024-25 dated 04.09.2024 for a position of

Assistant Public Relations Executive on contract basis

Date of Examination: 11.03.2025

Name of the candidate:

Application No.:

General Instruction

- The duration of the examination is 90 minutes.
- You should write your answers in the answer booklet provided. No extra sheet will be provided.

Question Paper

Part A

Short answer questions: Provide only key words or short answers within 1-2 sentences.

Maximum Marks - 2 for each question

Q.1 What are some key communication channels used by a Public Relations Officer to reach to the media organisations?

Q.2. Point out the essential elements of a good press release.

Q.3 How media kit is helpful for a journalist?

Q.4. Elaborate the role of social media in effective PR.

Q.5 How can monitoring media coverage help PROs to measure media relations?

Q.6 Point out ethical considerations in Media Management.

Q.7. What is crisis communication?

Q.8. What are the common challenges faced by PROs these days?

Q.9. Is media training important for PR officials?

Q.10 Describe the impact of Artificial Intelligence in media relations.

Part B
Case Study

Note: Attempt all questions from the following. Each question should be answered within 100 words. Each question carries 4 Marks.

Case: An Air India passenger was forcibly removed from an overbooked flight, sparking outrage and widespread negative media coverage. The incident severely damaged the airline's Reputation.

Answer the following questions:

- Q.1 What would be PR Strategy to minimise the damages done by the Air India Staff?
- Q.2 How will Air India rebuild public trust and repair its damaged reputation following this Incident?
- Q.3. How will a Public Relations Professional measure the effectiveness of its recovery efforts and demonstrate to the public that changes have been made?
- Q.4 How can a PR use this crisis as an opportunity to improve Air India's overall brand image and customer experience?
- Q.5 What role will social media play in Air India efforts to rebuild its reputation and engage with customers?

Part C

Attempt any **ONE** question from the following - 10 marks.

Question should be answered in 250 words.

- Q.1. How do you handle criticism, both constructive and negative? Provide an example.
- Q.2 How do you ensure your communication is always ethical and responsible?