

38 Lecture - MGT301

Important Subjective

- 1. Define Public Relations (PR) and explain its role in marketing.**
Answer: Public Relations (PR) is the strategic communication process that builds mutually beneficial relationships between organizations and their publics. Its role in marketing is to manage and maintain the reputation of an organization, build brand awareness, and communicate with various stakeholders.
- 2. What are some of the key tools and techniques used in PR?**
Answer: Key tools and techniques used in PR include media relations, crisis management, event planning, content creation, influencer outreach, and social media management.
- 3. Explain the concept of a press release and how it can be used in PR.**
Answer: A press release is a written communication that announces news or events to the media. It can be used in PR to disseminate information to journalists and media outlets, promote new products or services, and generate media coverage for an organization.
- 4. How can PR be used to manage a crisis situation for a company?**
Answer: PR can be used to manage a crisis situation for a company by developing and implementing a crisis communication plan, providing accurate and timely information to the public and stakeholders, and maintaining open lines of communication with the media.
- 5. What is the difference between PR and advertising?**
Answer: PR is focused on building relationships and managing the reputation of an organization, while advertising is focused on promoting products or services through paid media channels.
- 6. How can social media be used as a PR tool?**
Answer: Social media can be used as a PR tool to engage with stakeholders, promote brand awareness, share news and information, monitor online conversations, and manage online reputation.
- 7. What are some of the benefits of effective PR for an organization?**
Answer: Some of the benefits of effective PR for an organization include increased brand awareness, improved reputation and credibility, better relationships with stakeholders, increased sales and revenue, and a competitive advantage in the marketplace.
- 8. How can PR be used to support a product launch?**
Answer: PR can be used to support a product launch by generating media coverage, creating buzz and excitement through social media and influencer outreach, organizing launch events, and creating compelling content.
- 9. What is the role of media relations in PR?**
Answer: Media relations is the process of building and maintaining relationships with journalists and media outlets. Its role in PR is to generate media coverage, secure interviews and media placements, and manage the organization's reputation in the media.

10. **How can PR be used to support a cause or social issue?**

Answer: PR can be used to support a cause or social issue by raising awareness, mobilizing public support, engaging with stakeholders, and partnering with other organizations to achieve a common goal.