

K.J. Somaiya Institute of Management Studies & Research
Course: PGDM- COMM (Batch 2018-20), Tri-IV
Sub: Public Relations and Corporate Communications
(End Term Examination)

Time: 3 Hours

Marks: 50

Date of Exam: 21st Sept 2019

Note:

- 1. Section A is compulsory.**
- 2. From Section B, attempt any TWO.**
- 3. Elaborate your answers with use of suitable theoretical concepts and relevant industry examples.**

SECTION A (Attempt BOTH)

QUESTION 1 (20M)

Pune-ites Beware! If Caught Spitting, Be Ready to Pay a Fine

In order to keep the streets of Pune clean, Pune Municipal Corporation (PMC) has launched a new Anti-Spitting drive where violators will have to pay a fine of Rs. 150, if found guilty.

In a space of a month 160 Pune-ites were caught in the act of spitting and fined collecting a sum of Rs. 18,000 in penalties. Talking to NDTV about this new Anti-Spitting campaign in Pune, Joint Commissioner, Solid Waste Management, Dnyaneshwar Molak said, “As a pilot project, the PMC launched an anti-spitting initiative on November 2, 2018 in five wards of Pune – Bibwewadi, Aundh, Yerawada, Kasba and Ghole Road. The civic body formed 15 teams, each with 10 people, and the teams were directed to take rounds of the wards from 12pm to 2pm to identify and fine those who are caught spitting on the roads of the city.”

The PMC has instituted the following fines for the defaulters – Rs. 150 for spitting, Rs. 180 for littering, Rs. 200 for open urination and Rs. 500 for open defecation. However sticking to just fines isn't enough The PMC wants to do something different in their Anti-Spitting campaign so that people do not repeat this offence.

Spitting is like a habit, if only fines are collected from the people, their habits won't get changed as it is not a hefty amount.

Mostly all over India, it is a common sight all around us to see people spitting on the road - unconcerned of other people. Spitting is bad and can cause problem to other people if they put their feet on it. 'Disgusting' is not the only reason why one should stop spitting in public. It's also infectious. Doctors describe it as one of the most unhygienic human habits that spreads air-borne diseases like tuberculosis (TB), pneumonia, influenza, swine flu and H1N1.

In India, many people (including the educated and the elite) habitually eat betel nuts/ tobacco/ gutkha / pan masala. They keep on chewing this and then are forced to spit it out. They sit near the windows in buses, local trains, public spaces, spit out of autos, cabs and luxury vehicles - never ever caring for people walking on the roads while spitting. Successive governments have erected so many boards in public places warning not to spit, but they don't really care about the boards, spit near to it – and impudently even on it. Clearly, mere signboards are not enough and our government should do something more to bring an awareness and a behavioural change among these kind of people.

Occasionally the government, social organizations and even movies like 'Lage Raho Munnabhai' try to discourage people from this act. However, in spite of these, it continues to be practiced. We as citizens are a witness to this every day. Lifebuoy, India's largest selling soap brand, has taken a pioneering step in enhancing awareness about health, hygiene and cleanliness in India, by commissioning a pan-India city cleanliness survey - the 'Lifebuoy Swasthya Chetna City Meter' in which Chandigarh emerged as the clear winner.

As a communications expert appointed by the Government of India, your brief is to - Chalk out a Public Service PR campaign to convey the message for bringing a solution to this issue and a strong behavioral change amongst habitual Spitters (who don't care a hoot for any anti-spitting slogan, posters or even fines). The communication should also provide indicators as to how to deal with the offenders and also suitably reward the citizens who help in this endeavor. You are also expected to craft a hard hitting theme with effective messages and tactics, identify the right PR tools that will be used and the influencers for conveying this message. Additionally, how will you ensure the implementation of a spit free India and what will be the measures of campaign success.

QUESTION 2 (10M)

Write Short notes on **ANY ONE** of the following with examples:

1. Being Crisis Ready
2. Arousing Media Interest in your Brand
3. Role of Public Relations in Image Building

SECTION B (Attempt ANY TWO)

QUESTION 3 (10 M)

Ashok Leyland announces more non-working days per month

The automobile industry is facing severe crisis with Ashok Leyland announcing five non-working days in the month of Sept'19 - as compared to the four in the previous months. TVS group too has cut down in production and benefits to the workers.

The Ashok Leyland plant in Ennore near Chennai has declared five days as non-working days starting from September 6 '19. This was informed to the workers in a circular dated September 5 signed by the assistant general manager of the plant. This is the second such move by the company after it announced four days as non-working days in the month of August.

This is set to affect around 5,000 workers, out of which 3,000 are contract (daily wage) workers. Many other companies including Lucas TVS, Sundaram Clayton and Bosch have announced such the closure or non-working days.

Chennai and its suburbs – being the automobile hub of the country – are facing a severe crisis due to the slowdown.

The company has also announced that the wages for these non-working days will be announced after discussions with the Ashok Leyland Employees Union. This announcement – regarding discussion about the wages – has not gone down well with the workers.

A release by the company states that ‘due to continuing sluggishness and contraction in the commercial vehicle market, the need has arisen to continue the corrective actions to safeguard the interest of the company’.

Craft out a detailed press statement regarding this issue. Also, plan an internal communications exercise for the contractual workers of Ashok Leyland

QUESTION 4 (10 M) PNB Fraud

In 2018, India's biggest bank fraud shocked the nation. Punjab National Bank (PNB), one of the oldest public sector banks, was said to be involved in fraudulent transactions worth a whopping USD 1879 billion with Indian jeweler Nirav Modi. As new details poured in each day, questions regarding the safety of public money, the size and impact of the fraud and the possible involvement of the bank's leadership loomed large. Unfamiliar with this unprecedented public scrutiny and media criticism, PNB decided to stop communicating with media even as negative news related to the fraud grew. Analysis revealed that PNB was at an all-time low: customers were withdrawing deposits; the stock fell drastically, and false reports

added fuel to fire.

Prepare a PR campaign for PNB with the following two audiences in mind

Customers: Middle class Indians who have a long-standing relationship with PNB and a goal to grow their money. They want to partner with a bank that brings stability and can get them good returns but the fraud and has created panic. They regularly read an English and a regional daily and follow the bank on social media.

Employees: All employees across branches, functions and age groups. Most of them have passed an exam to get their jobs and have worked in different teams and branches over the years. They get several benefits and job stability with their current job. However, they are anxious due to the uncertain future of the bank. They regularly read regional dailies and are active on social media

QUESTION 5 (10 M) Harpic to go Rural

Harpic is India's number-one toilet cleaner brand. It has successfully established itself as an expert through efficacy-based communications that demonstrate its superior cleaning power. It enjoys a healthy urban penetration of 38.9% (Source: MAT April 2017, IMRB HH Panel) and leads the 'toilet and bathroom cleaners' category with 77.8% market share (Source: YTD September 2017, Nielsen). More than 36 million urban Indian households use the brand.

The good news: Millions of new toilets are being built in India - The Swachh Bharat mission, launched in 2014, was India's war cry to achieve sanitation. Realizing that improved access to toilets is a major component towards achieving the vision of an 'open-defecation-free India' by 2020, the government and individual states are pushing the construction of public as well as private toilets in association with various international and local non-governmental organizations. Subsidies are being provided for households without toilets to build new toilets so that the menace of open defecation can be curbed. In fact, by April 2017, around 38,000,000 new toilets had already been built under the mission (Source: @swachhbharat, Official Twitter Account of the mission). For Harpic, this represented the perfect business opportunity for its growth.

The bad news: Many of these new toilets are already defunct. The impressive infrastructure achievement has its pitfalls too. Sadly, the majority of these newly constructed toilets are no longer in use. Estimates suggest that around 60% of toilets made under the mission are already defunct (Source: NSSO). Not only is this a setback to the government's mission to eradicate open defecation, but also a dent in Harpic's fortunes.

Problem: India was abandoning toilets, simply because the outdoors are cleaner than the newly constructed toilets.

Harpic was a favorite of the urban toilet maintainers - Maintaining toilets is a regular practice in most urban households, which have always lived with the concept of in-home toilets. Decades of advertising had demonstrated Harpic's "superior cleaning power" over other toilet/bathroom cleaning options.

As India's number one toilet cleaner brand, Harpic needed to grow beyond its urban base, and rural and small-town India was the next frontier for growth. Millions of toilets had been built in rural India but were already defunct. Harpic needed to get people to start using toilets instead of abandoning them. But when focusing at the talking to the toilet deserters in the rural markets meant that Harpic had to talk to households with newly acquired toilets.

The problem was that these households were susceptible to abandoning their new toilets soon. Harpic's successful positioning of "superior cleaning power" means little to the rural consumers. Unlike urban households, which were used to living in cities with drainage systems and therefore habitually cleaned their toilets, rural households had no experience of using, cleaning and maintaining toilets. The government had taught them the importance of toilets but nobody had taught them the practice of keeping them clean.

Make use of themes to use in Cinema advertising, Content Marketing, Events & Experiential, Outdoor, OOH, Print & Television to overcome the rural behavior of abandoning newly constructed toilets.

QUESTION 6 (10 M)

In India, BookMyShow (BMS) is synonymous with booking tickets for movies, events, concerts and more. BMS wanted to go beyond that and diversify into production of international live events like Broadway musicals. They conducted a consumer survey that revealed that 80% urban millennials in India are looking for unique and fresh live entertainment options. While they are aware of international musicals and theatre productions, many have not had the chance to watch one. Seizing the opportunity, BMS collaborated with Disney to produce their first-ever live show Aladdin, a Broadway-style musical which has been made in Movie, TV and animation formats numerous times before.

BMS decided to produce in collaboration with Disney a live Broadway style musical performance with Indian a team of technicians and performers (Mantra With the concept of 'Introducing a whole new world of entertainment' to India. Tickets were to be priced between Rs. 750 to Rs. 8500. BMS positioned Disney's Aladdin as that all-time blockbuster movie now as a live performance coming to your town.

BMS _Disney Alladin Story Synopsis:-

When street urchin Aladdin besotted in love with Princess Jasmine frees a genie from a lamp, he finds his wishes granted - him becoming a fake prince and a worthy suitor to Princess Jasmine. However, he soon finds that the evil Vazier has other plans for the lamp - and for Princess Jasmine. But can Aladdin save Princess Jasmine and his love for her after she sees that he isn't quite what he appears to be? With ever so

famous songs such as 'Friend Like Me' and 'A Whole New World', this musical is a celebration of love between Aladdin and Jasmine and is also a celebration of his friendship with Genie! The talented actors who will bring to life this iconic tale on stage include Siddharth Menon (Aladdin), Taaruk Raina (Aladdin), Kira Narayanan (Jasmine), Mantra (Genie), and Vikrant Chaturvedi (Jafar).

Use an integrated approach with public relations, digital PR, blogger & influencer engagements and on-ground activities to build excitement for this evergreen classic tale that is enjoyed across age-groups.

END OF PAPER - ALL THE BEST