

VPM's
Dr. VN BRIMS, Thane
Programme: PGDM (2014-16)
Fifth Trimester Examination January 2016

Subject	Public Relations and Event Management		
Roll No.		Marks	30 Marks
Total No. of Questions	5	Duration	1.5 Hours
Total No. of printed pages	2	Date	20.01.2016

Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.

Q1) 10 Marks (Compulsory)

Bandhan Bank Ltd is an Indian banking and financial services company headquartered in Kolkatta, West Bengal. Bandhan, which started as a micro finance company in 2001, received banking licence by Reserve Bank of India in 2014.

On 24 August 2015, Union Finance Minister Arun Jaitley officially inaugurated the bank in Kolkata. Initially it opened with 501 branches across India. Bandhan Bank was incorporated on 23 December 2014 as a wholly owned subsidiary of Bandhan Financial Holdings. Bandhan received the in-principle approval of the (RBI) for setting up a universal bank in April 2014; the banking regulator gave its final nod in June 2015.

Incidentally, Kolkata-headquartered Bandhan is the first bank to be set up in eastern part of India after Independence.

Bandhan Financial Holdings is owned by Bandhan Financial Services Limited (BFSL), the largest micro finance organization in India. Its public shareholders include International Finance Corporation (IFC), Small Industries Development Bank of India (SIDBI), Caladium Investment Pte. Ltd. (a company managed by GIC Special Investments Private Limited), Bandhan Employees Welfare Trust, and a few individuals.

The RBI licensing norms stipulate that a new bank must have a ₹ 500 crore capital. Bandhan Bank starts with a capital base of ₹ 2,570 crore and this will be raised to ₹ 3,052 crore.

Founded in 2001, under the visionary leadership of Mr. Chandra Shekhar Ghosh, a senior Ashoka Fellow, BFSL is involved in giving loans to small borrowers who have no access to formal banking services. In past 15 years, BFSL has earned credibility and many accolades for financing small entrepreneurs and around 6.7 million women borrowers. The organization has a network of 2,022 branches spread across 22 Indian states and Union territories, serviced by over 15,000 employees. As on 31 March 2015, BFSL had a loan book of around ₹ 9,524 crore and an impressive repayment rate of over 99%.

The 2,022 BFSL branches are being converted into door step service centres for Bandhan Bank which started with 501 branches and 50 ATMs on day one. It will have 12000 branches and 150 ATMs across 27 states by the end of fiscal year 2015-16. Its total staff strength is around 19,500.

Bandhan Bank seeks to offer its world-class banking products and services to urban, semi-urban and rural customers alike. While it has a pan India presence, the special focus remains on eastern and north-eastern part of India. It is a bank for all but the focus remains unchanged to meet the financial needs of people who are overlooked by the formal banking system and create better education, health care and self-employment opportunities.

Design a PR campaign for Bandhan Bank.

Attempt any TWO from the remaining FOUR Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is public relations? Who are the stake holders in PR?
- b) What are the functions of PR?
- c) Advantages and Disadvantages of PR.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is the role of a PR officer?
- b) What is MPR? How does it benefit the organization.
- c) Explain corporate public relations.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is an event ? What is event management?
- b) Explain 5 W's concept of event planning.
- c) Explain the role of Market Research in Event Planning.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Public relations as a Management function.
- b) R.A.C.E model of PR process.
- c) An author wants to launch a book on Cricket in India. Design a book launch.