

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For Candidates admitted during the academic year 2004-05 & thereafter)**

SUBJECT CODE: VC/MC/PR54

**B.A. DEGREE EXAMINATION NOVEMBER 2009
BRANCH I-HISTORY
FIFTH SEMESTER**

**COURSE : MAJOR CORE
PAPER : PUBLIC RELATIONS FOR TOURISM
TIME : 3 HOURS MAX. MARKS: 100**

SECTION– A

**ANSWER ANY TEN QUESTIONS. EACH ANSWER NOT TO EXCEED 30
WORDS. (10 X 3 = 30)**

1. Define : Public Relations
2. Components of Public Relations
3. Synergy Communication
4. Event Management
5. Tourism Publicity
6. Advertising Agency
7. Marketing Journals
8. Lobbying
9. Public Relations Sponsorship
10. Strategic Marketing
11. Print Media
12. Newsletters

SECTION– B

**ANSWER ANY EIGHT QUESTIONS. EACH ANSWER NOT TO EXCEED 250
WORDS. (8X5=40)**

13. What are the functions of public relations?
14. Explain the main tools of public relations in tourist promotion.
15. Describe the ways to manage communication in crisis.
16. Explain the public relations systems in the press.
17. What are the services of Event Management Company?
18. What are the duties of Public Relations Officer?
19. Analyse the activities of public relations planning.
20. Give an account of Corporate Citizenship.
21. How does public relations helps sales promotion in tourism industry?
22. Analyse the importance of Internet for tourism promotion.

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SECTION – C

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 800 WORDS.
(3X10=30)**

23. a) Describe the relevance and importance of public relations in tourism.
(or)
b) Explain the Corporate financial public relations.

- 24.a) Explain the public relations skill which helps in liasoning with nodal agencies?
(or)
b) A public relations officer must be a communication expert - Discuss.

25. a) Examine the importance of Advertising to tourism.
(or)
b) Describe the importance of Market Research and Survey.
