

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2015 – 2016 & thereafter)**

**SUBJECT CODE: 15PR/PC/SS34**  
**M. A. DEGREE EXAMINATION, NOVEMBER 2019**  
**PUBLIC RELATIONS**  
**THIRD SEMESTER**

**COURSE : CORE**  
**PAPER : PUBLIC RELATIONS IN THE SERVICE SECTOR**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**Answer all questions in not less than 50 words:** **(10 x 2 = 20)**

1. What is the scope of Public relation in the service sector.
2. What is community relation? Give example.
3. What is customer satisfaction?
4. Define Public Sector and Private Sector
5. What is public utilities?
6. Name the four Ps for media relations in the travel, tourism and hospitality sector
7. Define Lobbying.
8. Name process involved in organizing a press conference.
9. What is publics?
10. Differentiate between internal and external PR.

**SECTION – B**

**Answer any five questions in not less than 250 words:** **(5 x 8 = 40)**

11. Briefly explain two-way communication in health sector PR.
12. What are the duties of public-relation personal in Private Sector?
13. Discuss your opinion on the global perception on the image of Thomas Cook with its recent shut-down.
14. Name and explain in brief the soft skills required for people in service sector.
15. Briefly explain how PR is used in educational institutions.
16. What are the key features of Utility PR?
17. How Tamilnadu Government uses Ad Campaigns to attract tourists from other states?
18. What are the functions of PR in Hospitality Sector?

**SECTION – C**

**Answer any two questions in not less than 1000 words:** **(2 x 20 = 40)**

19. An image of a popular minister in a key role in the Government captured while he went hunting for Black Buck Deer has been making it's rounds in the internet. Create a PR campaign to control the damage caused for the name of the important minister.
20. Discuss the modern trends involved in healthcare PR.
21. Create a PR campaign for a nature abundant Kumbalangi that is famous for Chinese fishing nets and artist's village. It is located in outskirts of Kochi in God's own country- Kerala.
22. Explain in detail the steps involved in service sector PR with examples