

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**

(For candidates admitted during the academic year 2006 – 07 & thereafter)

**SUBJECT CODE: PR/PC/CR14**

**M. A. DEGREE EXAMINATION, NOVEMBER 2007**

**PUBLIC RELATIONS**

**FIRST SEMESTER**

**COURSE : CORE**

**PAPER : PUBLIC RELATIONS THEORY-I: COMMUNITY RELATIONS**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all questions in not less than 50 words :**

**(10 x 2 = 20)**

1. How is the “Community” an important public to any organization?
2. What is trusteeship and its importance to business.
3. Mention any 4 major social challenges faced by business houses.
4. How does local advertising help in community relations? Give an example.
5. List any 4 characteristics of a voluntary agency.
6. “Peace and prosperity cannot be achieved without partnerships”. Illustrate with reference to community relations.
7. Mention 4 Rotary programmes in India for youth to enhance community relations.
8. Give two examples of the work of any insurance organization in the community.
9. List 2 attitudes and 2 skills of a PR professional for community relations’ work.
10. Suggest 4 measures to improve and better interaction between police and community.

**SECTION – B**

**Answer any five questions in not less than 250 words :**

**(5 x 8 = 40)**

11. Briefly explain the pros and cons of CSR.
12. “A PRO is a link between the community and the hospital”. Illustrate with examples.
13. How does voluntary work enhance community relations?
14. Who are referred as the “third sector”? Write a brief note on them.
15. International Organization contributes to the promotion of community health in India. Explain with suitable examples.
16. List the activities you would arrange for an “open-house” meet.
17. How can “fund raising” activity by an NGO be used as a PR strategy?

**SECTION – C**

**Answer any two questions in not less than 1000 words :**

**(2 x 20 = 40)**

18. “A business firms acceptance by society depends upon its performance both in primary and secondary spheres”. Explain.
19. Analyse in the light of social responsibility the community service activities undertaken by a corporate house or NGO.
20. Discuss the outreach programmes of banks in establishing community relations.
21. “It is every concerned individual’s duty to participate in developmental work in the community”. Discuss.

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