

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2006 – 07 & thereafter)

SUBJECT CODE: PR/PC/IP14

M. A. DEGREE EXAMINATION, NOVEMBER 2007

PUBLIC RELATIONS

FIRST SEMESTER

COURSE : CORE

PAPER : INTRODUCTION TO PUBLIC RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Define Public Relations.
2. What is Employee Relations?
3. How is advertising different from publicity?
4. How are 'publics' of an organization defined?
5. What are the functions performed by Institute of PR in UK?
6. When and how did Public Relations start in Italy?
7. Many countries have difficulty as they do not have an equivalent for PR. Give two examples.
8. Assess the importance of Samuel Adams and the early revolutionaries' contribution to American PR.
9. What is PRSJ?
10. Give any two examples of Gandhi's contribution to national PR.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS :(5 X 8 = 40)

11. What are the publics of Indian Railways?
12. Does Government PR include liaisoning and lobbying?
13. Distinguish between propaganda and Public Relations?
14. What is the role performed by PRSI in India?
15. How did the businesses in the USA change from "public be damned to public be informed"?
16. How did PR in the public sector originate in India?
17. Discuss the development of Public Relations in Germany?

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 x 20 = 40)

18. Discuss and illustrate how PR is different from publicity, sales promotion, lobbying and other promotional methods.
19. Trace the development of PR in politics or education in the USA?
20. Compare the various types of development of PR in any two Asian Countries with examples.
21. Discuss the origin and growth of PR in four European countries with example.
