

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

**SUBJECT CODE: PR/PC/RS34**

**M. A. DEGREE EXAMINATION, NOVEMBER 2007**  
**PUBLIC RELATIONS**  
**THIRD SEMESTER**

**COURSE : CORE**

**PAPER : RESEARCH FOR PUBLIC 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 research useful in Public Relations?
2. Describe types of research design.
3. What are the secondary sources of data?
4. Define types of variables.
5. Describe and differentiate median and mode.
6. What is an index?
7. Describe Gallup poll.
8. What is theory of errors?
9. List out the sequence of survey design.
10. How is a research tool selected and designed? Illustrate.

**SECTION – B**

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

**(5 x 8 = 40)**

11. How is the importance of the researcher and research assessed?
12. List and describe various sources of hypothesis.
13. What are the various types of sampling? Describe any three in detail.
14. With a case study explain the concepts of normal distributions, positively and negatively skewed distributions.
15. Define correlation and illustrate with four examples its uses.
16. What is a t-test? State its uses in the research process.
17. Define probability. How is it useful in research?
18. List and briefly explain the advantages and disadvantages of questionnaires.

**..2**

**SECTION – C**

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

**(2 x 20 = 40)**

19. As a PR professional you have been given the task of assessing the public awareness and customer satisfaction level of your organization in a public sector organization which is marketing steel. Use different types of sampling methods and describe your research design.
20. Undertake market research to assess the brand awareness of products of your organization. Adopt appropriate research methodology, frame a brief questionnaire and give outline of your report.
21. ‘Big names entering retail segment. Small retailers will be wiped out. A social problem’ – this was the reaction of the people when Reliance Fresh took up the marketing of fruits and vegetables. Use this as a PR research study of a social cause and design a study with scope and objectives. Define 5 critical factors you will look for in this study.
22. Justify the use research methodology to assess the impact of corporate image and what steps should be taken to act upon the results of such research outcomes?

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