

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

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

**SUBJECT CODE: PR/PC/SS34**

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

**PUBLIC RELATIONS**

**THIRD SEMESTER**

**COURSE : CORE**

**PAPER : PUBLIC RELATIONS FOR AND 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 are any two characteristics/features of the service sector?
2. What is the four-step PR process?
3. How are utility services like electricity/gas unique?
4. Explain the role of regulatory bodies in utility services.
5. Explain the concept of Medical Tourism.
6. Explain any two challenges faced by the Travel and Tourism Industry.
7. How does a health care industry differ from a manufacturing industry with reference to PR?
8. What is the role of health-care institution in modern society?
9. Describe any two variations/flexibility in the educational sector.
10. Describe any two changes which are required in the educational sector in India.

**SECTION – B**

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

**(5 x 8 = 40)**

11. How are fact-finding and research used as the first step in the PR process?
12. Discuss the role of strategic thinking and disaster management in the second step of the Public Relation Process.
13. How is the Colder Rule – ‘Customer is the Boss – Yesterday Today & Tomorrow’ seen in the hospitality sector.
14. Compare and contrast the customer service of public and private sector with reference to a utility, example telecommunication.

15. What is the role of community and government in shaping the service sector?
16. Describe the promotional strategies of travel and tourism organizations.
17. Explain the importance of globalization in health care sector.

**SECTION – C**

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

**(2 x 20 = 40)**

18. Explain Health as a public issue. Analyse privatization and corporatization of health institutions.
19. How important is educational-industry interface in promoting the standards of education?
20. Highlight the contribution of “e technology” in the field of public utility services.
21. How is the travel and tourism industry becoming globally relevant and competitive?

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