

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

**M. A. DEGREE EXAMINATION, NOVEMBER 2021**

**PUBLIC RELATIONS**

**FIRST SEMESTER**

**COURSE: Fundamentals of Public Relations**

**TIME: 3 HOURS**

**SUBJECT CODE: 19PR/PC/FP14**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (4 X 3= 12)**

1. List out and write a note on any six ethics in the practice of PR.
2. What is strategy and tactic in PR?
3. What is reputation in PR? Give an example.
4. Write a note on any two evaluation metrics in PR.

**SECTION – B**

**ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 500 WORDS: (4 X 12= 48 )**

5. Discuss the PR strategies of any political party of your choice that accounted to their success. Provide a case study.
6. Reputation management is an essential function or branch in the practice of PR for the successful operation of any organization. Justify the statement and provide a case study to support.
7. Explain the importance of media relations for an organization using relevant examples and also discuss the benefits of having good relations with the media.
8. Write a note on in-house PR departments, PR agencies and specialized agencies.
9. Explain the important qualities required for a modern PR professional.
10. Elucidate any three different trends in PR practice now using examples.

**SECTION – C**

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

11. Discuss the RPCE model of PR campaign using a relevant case study.
12. What is crisis management? Discuss the roles played PR team during a corporate crisis to resolve the same. Support your answer using a relevant crisis management case study.
13. Discuss the four models of Public Relations using relevant examples for each

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