

M. A. DEGREE EXAMINATION, NOVEMBER 2022
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE

PAPER : COMMUNITY RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION- A

ANSWER ALL QUESTIONS

(10 x 2 = 20)

1. What is a community relations strategy?
2. Difference between Trust & Society
3. When is International Volunteers' Day observed?
4. Communication calendar for a Non-Profit – explain
5. Who are social influencers?
6. What is the dual impact of community relation programs on businesses?
7. How is Corporate Social Responsibility part of corporate governance?
8. What is a public opinion poll?
9. List the tools of public relations.
10. What is sustainable community development?

SECTION – B

ANSWER ANY FIVE QUESTIONS

(5 x 8 = 40)

11. Why is a good community relation program important for a business?
12. What are the general principles for public relations and networking for non-profits?
13. Explain volunteer engagement and its long term benefits
14. Explain ways to achieve active community participation at the grass root level.
15. What is ethical giving by Corporates?
16. Role of public relations department to reach different community segments- Elucidate
17. List suitable activities for effective fundraising with timeline.
18. What are the essential PR skills for a successful & positive community impact?

SECTION – C

ANSWER ANY TWO QUESTIONS

(2 x 20 = 40)

19. Explain the four levels of Corporate Social Responsibility and its impact on different communities
20. Is corporate social responsibility for non-profits a boon or bane? Explain with examples
21. How does a positive community relationship impact the Sustainable Development Goals?
22. Analyse how fundraising activities play a role in the sustenance of a non-profit organization.