

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2019 – 2020 & thereafter)**

**SUBJECT CODE: 19PR/PC/FP14**  
**M. A. DEGREE EXAMINATION, NOVEMBER 2022**  
**PUBLIC RELATIONS**  
**FIRST SEMESTER**

**COURSE : CORE**  
**PAPER : FUNDAMENTALS OF PUBLIC RELATIONS**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

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

1. Video News Release
2. Publicity Vs Public Relations.
3. Stakeholder Relations.
4. Celebrity PR.
5. Lobbying.
6. Sponsorships.
7. E-PR.
8. Image Management.
9. Community Relations.
10. Human-made crisis

**SECTION – B**

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

11. Research as a basis for planning a public relations programme- Justify.
12. Give a note on the skills required for a successful PR Personnel.
13. Comment on PR activities across various sectors in India with examples
14. Differentiate between Internal and External Publics.
15. What is a media Kit? What are the components of a Press Release?
16. How do House Journals serve as an effective tool for building good Employee relations?
17. Examine the growing importance of E-PR.
18. Employees are brand Ambassadors for any corporate – justify.

**SECTION – C**

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

19. What is Corporate Social Responsibility? Examine the growing relevance.
20. Give a note on the Image Management Process.
21. Identify a successful Corporate and highlight the various initiatives taken to build positive PR.
22. How would you effectively plan and manage a Campaign? Explain with an example of a social campaign.

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