

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

**SUBJECT CODE: 19PR/PC/SS34**  
**M. A. DEGREE EXAMINATION, NOVEMBER 2022**  
**PUBLIC RELATIONS**  
**THIRD SEMESTER**

**COURSE : CORE**  
**PAPER : PUBLIC RELATIONS 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. Mention any four qualities required for an employee serving in a service industry?
2. What do you understand by the term B2B and B2c communication?
3. Who are the stakeholders in a service industry?
4. Give one tag line of any financial institution India/Public sector Bank?
5. What is the key element as a listener towards a patient in a communication for the health care team member/s?
6. Mention a two liner to promote tourism of India to the outside world ?
7. What are the special concerns in case of Public Relation relating to Utilities?
8. Mention any two soft skills required in a service sector?
9. What is the ultimate factor which enables to improve services in any sector?
10. What is the unique nature of Utilities' sector?

**SECTION – B**

**Answer any five questions in not less than 250 words:** **(5 x 8 = 40)**

11. Marketing and advertising form an integral part of Sales activity of an organization. How does communication play an unseen role in these activities?
12. Please explain the role of communication for harmonious relationship between employees and organization?
13. What are the important elements of a communication process?
14. Give one example of people-intensive service ? Explain PR role towards customer satisfaction?
15. How is communication is sensitive between the organization and the media houses? explain briefly?
16. Service sector and the four steps - Public relations - Explain briefly?
17. Most health professionals are very good at Diagnosis and treatment. How does communication play an important role in providing a quality care treatment to the patient?
18. Explain unique features of service sector and its characteristics?

**SECTION – C**

**Answer any two questions in not less than 1000 words:** **(2 x 20 = 40)**

19. What are the four Ps in marketing? Explain ?
20. Give any four examples of utility services? Explain in detail the role of communication in utility services in general?
21. A leading all India English newspaper publishes a complaint by a passenger regarding the foreign particles found in the meals served to him in a particular Airline on a domestic flight. Please outline the "damage control exercises" to be carried out by the Publics Relation official of that Airline?
22. What do you mean by "Outreach program"? Give example? Illustrate with a case study?

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