

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

SUBJECT CODE: 19PR/PC/PG44
M. A. DEGREE EXAMINATION, APRIL 2023
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : CORE
PAPER : PUBLIC RELATIONS IN THE GOVERNMENT SECTOR
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. Give any two features of a democratic government.
2. Write the function of issues management in government public relations.
3. Give an example of public information.
4. Who are known as opinion leaders?
5. Give the role of Information officer in any ministry of your choice.
6. What is a media unit in the Ministry of Information and Broadcasting?
7. Name any two schemes in the health sector currently in vogue in India for citizen welfare.
8. Give the role of Public Relations in Local Government.
9. Define a Media Campaign.
10. Give a case study of a successful Media Campaign in last two years.

SECTION – B

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

11. Explain the impact of outreach programmes in rural communities. Justify with a case study.
12. Analyse the detailed role of the Public Relations Department at the center level.
13. Define the term Citizen Engagement. What is its importance in the Public Administration.
14. Define in detail the relationship between PR and diplomacy with a recent case study.
15. Give the role of citizens in good governance.
16. Evaluate the role of communication tools used in PR by the Government with a case study.
17. What is Branding? Analyse the role of Public Information Officer in creation of a brand.
18. Does New Media help in creating a Brand Image? Give an example of any event by the Tamil Nadu Government using New Media for brand creation.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 X 20 = 40)

19. Elaborate on the role of Public Opinion in a democracy with case studies.
20. Distinguish between Information and Publicity. Can Publicity be also termed as Propaganda. Justify with reasons.
21. Do you think rural and semi urban population in India are ready for Digital India? Justify with reasons.
22. Elaborate on the role of information and publicity Department at the state in promoting citizen welfare schemes. Provide case studies.
