

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

SUBJECT CODE: 19PR/PE/DP15

M. A. DEGREE EXAMINATION, APRIL 2023
PUBLIC RELATIONS
SECOND & FOURTH SEMESTER

COURSE : ELECTIVE
PAPER : DIGITAL PUBLIC RELATIONS
TIME : 90 MINUTES **MAX. MARKS: 50**

SECTION – A

ANSWER ALL QUESTIONS : (3 X 2 = 6)

1. What are the three common stages of a buyer's journey?
2. State 3-5 elements of a brand profile.
3. What is Digital PR?

SECTION – B

ANSWER ANY 3 QUESTIONS IN NOT LESS THAN 250 WORDS: (3 X 8 = 24)

4. What is SEO? Explain some owned media content that a brand can create in its SEO strategy.
5. State 5-6 active Digital PR tools and processes and outline what it entails.
6. What are the different collaterals that a brand can build during the awareness stage?
7. Name and explain some elements to develop a comprehensive social media strategy.
8. What was your recent favourite PR activity of a brand/media house/star you follow? Explain why.

SECTION – C

ANSWER ANY ONE QUESTION IN NOT LESS THAN 1000 WORDS: (1 X 20 = 20)

9. A classic two-wheeler from the late 80s is being relaunched to cater to the current audience. Devise and explain a detailed campaign strategy for this automaker, including a detailed buyer journey with relevant media and PR campaign. Define the strategy and metrics.
10. Seasoned F&B brand is receiving backlash from users over an article that cited its products are not safe for consumption. Plan and explain a detailed PR campaign to mitigate the bad-press, and justify the strategies you will execute.
