

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

M. A. DEGREE EXAMINATION, NOVEMBER 2023
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : CORE
PAPER : PUBLIC RELATIONS IN THE SERVICE SECTOR
SUBJECT CODE : 19PR/PC/SS34
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

Answer all questions in not less than 50 words: (10 x 2 = 20)

1. Define Service sector.
2. Which is the largest service sector in India.
3. How is the customer satisfaction important to service sector.
4. Which are the important 4Ps the service sector?
5. Give the significance of fact finding in PR.
6. What is the role of Communication in PR? Give any two points.
7. Give any two case studies of Privatisation in PR.
8. Give one advantage and one disadvantage of Privatization of Public sector in Indian context.
9. Define Service Marketing with an example.
10. Give the definition and scope of Market Segmentation.

SECTION – B

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

11. List a few features of and scope of the service sector in India.
12. Analyse the significance of Grooming in service sector with special emphasis on soft skill training.
13. Critically analyse the importance of Conceiving, Planning and executing the process in Public Relations.
14. Define the role of media for Public Relations for utilities especially in Telecom sector.
15. Examine the role of B2B and B2C communication.
16. Evaluate the role of service marketing mix in Public Sector.
17. How do you think Branding can help in marketing in Public Sector. Take one case study in the last one decade and explain.
18. Does advertising help in outreach programmes? Justify with a case study.

SECTION – C

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

19. Elaborate on the role of communication and evaluation in the service sector.
20. Critically analyse the Service Marketing Mix.
21. Public Relations has become the watch word in Tourism and Education sector. With two case studies justify your answer
22. Elaborate on the sustainability practices followed in the hospitality industry and support your answer with a case study.
