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

COURSE   : CORE
PAPER   : COMMUNITY RELATIONS
SUBJECT CODE : 23PR/PC/CR14
TIME   : 3 HOURS   MAX. MARKS: 100

Q. No.	SECTION A – I Answer all Questions (Multiple Choice) (10x1= 10)	CO	KL
1	Community Relations benefit (a) Only Communities (b) Only Businesses (c) Both communities and businesses (d) None of the above	1	1
2	CSR means (a)Corporate Social Responsibility (b) Community Social Responsibility (c) City Social Responsibility (d) All of the above	1	1
3	--------- means a purposeful dialogue (a) Goods (b) Sponsorship (c) Story Writing (d) Communication	1	1
4	------------ refers to the extent to which businesses are socially responsible for meeting legal, ethical, and economic standards. (a)Community values (b) Corporate citizenship (c) Customer relationship (d) None of the above	1	1
5	Advertising is a -------- (a) PR sign (b) PR attitude (c) PR skill (d) PR tool	1	1
6	SDG means (a) Sustainable Development Goals (b) Smart Digital Goals (c) Small Department Goals (d) Single Development Goals	1	1
7	------------- in business refers to business practices that positively impact the environment, communities, or society as a whole (a) Sustainability (b) Democracy (c) Regularity (d) Profit	1	1
8	----------- means the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public (a) Business Relations (b) Management Relations (c) Public Relations (d) None of the above	1	1
9	--------------- is a CSR theory (a) Locality Development Model (b) Carroll's CSR Pyramid (c) Paulo Freire's Conscientization Model (d) Egan's Model	1	1

..2

10	John Elkington first coined the term ----------
	      (a) Community Relations
	      (b) Sustainable Development Goal
	      (c) Triple-bottom-line
	      (d) Fair Price Shops
		1	1

Q. No.	**SECTION A – I** **Answer all Questions in not less than 50 words** **(5X2=10)**	**CO**	**KL**
11	Define Community and Community relations.	2	2
12	Define CSR.	2	2
13	Mention any TWO needs for businesses to tie up with voluntary organization for CSR programs	2	2
14	List out any TWO programs for the community by various organizations	2	2
15	What is opinion polling? Give an example	2	2
Q. No.	**SECTION B** **(4 x10 = 40)** **Answer all questions in not less than 350 words**	**CO**	**KL**
17	a) Sketch the need, purpose and objectives of community relations programs for a business **OR** b) Present a brief on business ethics and corporate citizenship	3	3
18	a) Classify the different types of Sustainability Practices for a business **OR** b) Quoting a case study bring out the role of voluntary workers in communities	3	3
19	a) Examine the significance of working with opinion leaders to bring about change in the communities. **OR** b) Distinguish National and International Voluntary Organisations	4	4
20	a) 'Social media is a powerful a tool for community relations'- Analyse **OR** b) Appraise the PR strategies for effective internal and external communication of CSR practices	4	4
Q. No.	**SECTION C** **(2 x20 = 40)** **Answer all questions in not less than 750 words**	**CO**	**KL**
21	a) Quoting case study evaluate the need and significance of communication and tie ups with Government agencies for the implementation of CSR programs **OR** b) Critique the concept of Employee Voluntary Programs in Community Relations	5	5
22	a) Plan a fund- raising activity to construct a children's park in the community. **OR** b) Design a community event and gathering for women on 'Health for All'.	5	6

******