

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2023 – 2024)

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

COURSE : CORE
PAPER : FUNDAMENTALS OF PUBLIC RELATIONS
SUBJECT CODE : 23PR/PC/FP14
TIME : 3 HOURS **MAX. MARKS: 100**

Q. No.	SECTION A Answer all Questions (Multiple Choice) (10x1= 10)	CO	KL
1	_____ is used to influence the way an organisation is perceived by various groups of stakeholders. a. Direct Marketing b. Public Relations c. Sales Promotion d. Advertising	1	1
2	Which of the following is not a function of Public Relations? a.Lobbying b. Counselling c. Selling d.Corporate	1	1
3	1929, ‘Torches of Freedom’ public relations campaign was executed by a.Ivy Lee b.Edward Bernays c.Philip Morris d.A.A Brill	1	1
4	What is the primary target audience for crisis communication? a.Employees and stakeholders b.Media Outlets c.General Public d.Competitors	1	1
5	True or False: Media relations is only important for large corporations and government entities. a.True b.False	1	1
6	What is the potential long-term impact of corporate social responsibility? a. Improved brand image and reputation b. Decreased employee engagement c. Reduced consumer loyalty d. Lower financial performance	1	1
7	True or False: Influencer marketing is an example of a paid media tactic often incorporated in PR campaigns. a.True b.False	1	1
8	A PR campaign primarily focuses on: a. Internal communication within the organization b. Promoting products and services c. Building relationships with media and stakeholders d. Generating revenue for the company	1	1
9	Which strategy is commonly used in political PR to build trust and credibility? a. Spin doctoring b.Negative campaigning c. Media manipulation d.Transparency and consistent messaging	1	1
10	True or False: Celebrity PR representatives are responsible for the artistic direction and creative decisions of their clients. a. True b.False	1	1

Q. No.	Answer all Questions in not less than 50 words (5X2=10)	CO	KL
11	Who are Publics in Public Relations?	2	2
12	List the qualities of a PR professional.	2	2
13	Differentiate between Advertising and Public Relations.	2	2
14	Define Media Relations.	2	2
15	What is Community relations?	2	2
Q. No.	SECTION B Answer all questions in not less than 350 words (4 x10 = 40)	CO	KL
16	a) Elucidate the Grunig and Hunt's four models of Public Relations. (OR) b) Trace the evolution of PR in India.	3	3
17	a) Explain the different steps in planning and conducting a media conference. (OR) b) Discuss the importance of media relations in public relations.	3	3
18	a) Elaborate on the importance of PR activities in an NGO. (OR) b) Discuss the role of a Celebrity PR during a scandal or controversy involving their client.	4	4
19	a) Examine in detail the importance of pre-campaign research. (OR) b) Explain methods to evaluate a PR campaign with examples.	4	4
Q. No.	SECTION C Answer all questions in not less than 750 words (2 x20 = 40)	CO	KL
20	a) Assess the importance of a PR campaign for an organisation and explain in detail the process of conducting a campaign with relevant examples. (OR) b) Evaluate the importance of media planning, media selection and media scheduling in a PR campaign. Elaborate with relevant case studies.	5	5
21	a) With the advent of social media, the career landscape of public relations has changed. Justify the statement with relevant examples. (OR) b) Draw a PR plan of a musical night for your celebrity singer client of your choice. Explain the plan by specifying objectives, audience, strategies, pre-event plans and activities, event, and post event activities.	5	6
