

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2022 – 2023)

B.A. DEGREE EXAMINATION, APRIL 2024
TOURISM AND TRAVEL MANAGEMENT
FOURTH SEMESTER

COURSE : MAJOR CORE
PAPER : PUBLIC RELATIONS FOR TOURISM
SUBJECT CODE : 22TT/MC/PT44
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION –A

ANSWER ALL QUESTIONS. ANSWERS NOT TO EXCEED 30 WORDS EACH:
(10 x 3= 30)

1. What is the meaning of Public Relations?
2. List few tourism industries associated with PR.
3. Identify the main components of a Corporate Plan.
4. How does Public Relations relate to the Tourism Industry?
5. Explain the organization process for events
6. Describe the focus of Crisis Communication.
7. What are the different avenues of communication in PR?
8. Name three types of media involved in Press Relations.
9. Explain the significance of Corporate In-house Journal.
10. Who are the key members of the Crisis team?

SECTION-B

ANSWER ANY FIVE QUESTIONS. ANSWER NOT TO EXCEED 300
WORDS EACH: (5 X 8 = 40)

11. Enumerate different types of tourism events.
12. How do Internal and External Communication differ in a tourism organization?
13. Why is having a Crisis Management team crucial for organizations?
14. Differentiate between Crisis Communication and regular PR practices.
15. Explain briefly about the Event Policy essential for successful tourism events?
16. Discuss the components of Public Relations.
17. Illustrate the useful measures for Disaster Management in tourism industry.
18. Identify the main components of Corporate objectives.

SECTION - C

Answer ALL questions in not more than 1000 words each. (3 X 10 = 30)

19. (a) Explain the importance of logos and symbols for corporate identity.
(OR)
(b) Discuss briefly about the travel trade show events with examples.
20. (a) Evaluate the significance of Public Relation in shaping public opinion.
(OR)
(b) Assess the impact of Corporate Identity on tourism industry.
21. (a) Critically analyze the importance of Event policy and objectives in the tourism industry.
(OR)
(b) Evaluate the role of PR in the integration of advertising and media relations.
