

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

M. A. DEGREE EXAMINATION, APRIL 2024
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : CORE
PAPER : PUBLIC RELATIONS IN THE GOVERNMENT SECTOR
SUBJECT CODE : 19PR/PC/PG44
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Write any two characteristics of a democratic government
2. What is PR?
3. Name any two citizen welfare schemes of Tamilnadu.
4. What do you mean by public information?
5. What is DAVP? Mention any two functions.
6. What is PIB?
7. What are the local bodies of the government?
8. What is the right to information?
9. Name any publicity tools used in rural areas.
10. What is an outreach programme?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. Write about the Grievances and the Redressal Measures by the government. Explain the reasons
12. What are opinion polls? Write about the uses in a democracy.
13. Write about agricultural outreach programmes in India.
14. Discuss any one national-level public relations exercise.
15. Write about the media units under the Ministry of Information and Broadcasting.
16. Explain the functions of diplomatic missions.
17. Citizen participation is crucial for any policy implementation- Explain with suitable examples.
18. Explain the different data collection methods.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:
(2 X 20 = 40)

19. Write about the challenges of government public relations in India.
20. Discuss the role of opinion leaders in India in shaping public opinion.
21. Discuss the effectiveness of the different communication tools used by the government for social awareness
22. Explain the functions of the government public relations officers.
