

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

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

COURSE : CORE
PAPER : PUBLIC RELATIONS AGENCY SERVICES
SUBJECT CODE : 23PR/PC/AS24
TIME : 3 HOURS **MAX. MARKS: 100**

Q. No.	SECTION A - I (10 x 1 = 10) Multiple Choice Questions	CO	KL
1.	What does traditional media entail? (select all that is applicable) a) Newspapers b) News Wires c) Influencers d) Television	CO 1	K1
2.	What is not typically included in a press release? a) Contact details of the spokesperson b) Date of release c) Boilerplate of the company d) Comments from the spokesperson	CO 1	K1
3.	What services does a PR agency offer? (select all that is applicable) a) Media relations b) Influencer marketing c) Media buying d) Crisis communications	CO 1	K1
4.	Is PR a sub-set of marketing? a) Yes b) No	CO 1	K1
5.	Full form of SOV a) Store of value b) Sign of victory c) Share of voice	CO 1	K1
6.	It is okay to call the journalist at any time of the day. a) True b) False	CO 1	K1
7.	What is the first step when putting together the first PR plan for a brand? a) Do a briefing call with the client b) Understand what the competition has done so far c) Put together the media universe for the client d) Set success metrics	CO 1	K1
8.	Public relations is equally important in keeping employees happy. a) True b) False	CO 1	K1
9.	Which of the following statements is false? a) The client is always right b) The journalist does not have to always follow a press release, verbatim c) PR is measurable and can be aligned to marketing KPIs d) PR is a subset of marketing	CO 1	K1

10.	Is influencer marketing considered to be a PR exercise? a) Yes b) No	CO 1	K1
Q. No.	SECTION A - II (5 x 2 = 10) Answer ALL questions in not less than 50 words	CO	KL
11.	What is integrated PR?	CO2	K2
12.	What is a pitch note?	CO2	K2
13.	What is a boilerplate?	CO2	K2
14.	What is the first step to accomplish when approaching a journalist?	CO2	K2
15.	What is the difference between a press briefing and a press conference?	CO2	K2
Q. No.	SECTION B (4 x 10 = 40) Answer the following in not less than 350 words	CO	KL
16.	a. What are the steps involved in building a media list from scratch? OR b. How does one go about tracking the media for a brand on a daily basis?	CO3	K3
17.	a. How does one measure the effectiveness of a PR campaign? OR b. What are the success metrics that Fablestreet (a clothes brand) can lay down along with its PR agency?	CO3	K3
18.	a. Imagine your agency is pitching for Starbucks. What questions would your PR brief questionnaire include? OR b. Analyse the role of the corporate communications head in a B2B technology company when the organization is looking to hire an external PR agency	CO4	K4
19.	a. A global CEO of a B2B company is visiting India for the first time. What would be the ideal way to introduce them to the Indian media? OR b. What would go into developing a media kit for a company? What should the kit include?	CO4	K4
Q. No.	SECTION C (2 x 20 = 40) Answer the following in not less than 750 words	CO	KL
20.	a. How do you think PR adds to the positive image of a brand? Explain in detail with a case study. OR b. How do you think a badly handled crisis situation can ruin the reputation of a brand? Explain in detail with a case study.	CO5	K5
21.	a. Foxtale, a home-grown skincare brand is announcing actress Sonakshi Sinha as its brand ambassador. Put together a PR plan for this announcement. OR b. Sephora is launching a foundation that will suit all skin colors in India. Draw up an integrated PR plan to announce this launch.	CO5	K6

