## 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 : STAKEHOLDER RELATIONS

SUBJECT CODE : 23PR/PC/SR24

TIME : 3 HOURS MAX. MARKS: 100

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Q. No.	<b>SECTION A - I</b> $(10 \times 1 = 10)$	CO	KL
	<b>Multiple Choice Questions</b>		
1.	The idea or concept of stakeholders has come from the term	CO	K1
	a) Stock market b) Share market	1	
	c) Society d) Stock holder		
-		00	77.4
2.	The 4 stages of stakeholder engagement lifecycle are Identify,	CO	K1
	Plan, & Monitor.	1	
	a) Execute b) Discuss c) Manage d) Evaluate	1	
2	c) Manage d) Evaluate	CO	17.1
3.	Abbreviate SEP	CO	K1
	a) Stakeholder Execution Plan	1	
	b) Stakeholder Engagement Protocol	1	
	c) Stakeholder Expectation Plan		
4	d) Stakeholder Engagement Plan	CO	17.1
4.	Which of these statements explains Stakeholder Mapping	CO	K1
	a) Mapping the process of identifying risks for a stakeholder		
	b) Mapping is the process of creating a visual representation of	1	
	your stakeholders	1	
	c) Mapping is a plan accounts for multiple constituencies		
	impacted by stakeholders  Nonving that appring some for all stakeholders and inst		
	d) Mapping that provides value for all stakeholders, not just		
~	investors	CO	17.1
5.	Influence Stakes is based on	CO	K1
	a) Consumer advocates and opinion leaders	1	
	b) Shareholders and opinion leaders	1	
	c) Security analysts and consumer advocates		
6	d) Trade unions and security analysts	CO	17.1
6.	Grassroot Lobbying means	CO	K1
	a) to attempt to influence legislation by addressing the general		
	public  h) working with networks for a change to food the views	1	
	b) working with networks for a chance to feed the views	1	
	c) a method to target a minority group		
	d) a process to approach an opinion leader of a specific		
7.	Community Employee Engagement metrics can determine	СО	K1
/.	Employee Engagement metrics can determine		K1
	a) Employee strategic performance, organisation's market share		
		1	
	b) Employee Career growth, Employee retentions  a) Employee attrition and organisation's market share	1	
	<ul><li>c) Employee attrition and organisation's market share</li><li>d) Employee satisfaction, Employee retentions</li></ul>		
	d) Employee satisfaction, Employee retentions		

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8.	Social media afford more interpersonal interactions between	CO	K1
	a) People in organisations and publics		
	b) People in organisations and influencers	1	
	c) Celebrities, press and stakeholders		
	d) People in organisations and critics		
9.	Corporate Social Responsibility:	CO	K1
	a) Ethical, Legal, conservative, services for profit		
	b) Ethical, legal, philanthropic, economic		
	c) Ethical, services for profit, legal, situational	1	
	d) Ethical, judicial, conservative, legal		
10.	CSR is applicable to	CO	K1
	a) NGOs by NRIs b) Public Sectors and Private Sectors		
	c) Rural MNCs d) Government Aided Institutions	1	
Q. No.	SECTION A - II $(5 \times 2 = 10)$	CO	KL
	Answer ALL questions in not less than 50 words		
11.	What are the 4 elements of Power Interest Grid?	CO2	K2
12.	What is lobbying in public relations?	CO2	K2
13.	Explain Propaganda.	CO2	K2
14.	Provide some examples for employee engagements.	CO2	K2
15.	What are investor relations?	CO2	K2
Q. No.	$SECTION B   (4 \times 10 = 40)$	CO	KL
	Answer the following in not less than 350 words		_
16.	a. Explain the Salience Model of Stakeholders.	CO3	K3
	OR		
	b. Explain Corporate Social Responsibility.		
17.	a. Mention and explain any 5 common stakeholder	CO3	K3
	communication mediums.		
	OR		
	b. What is the best way to work with stakeholders from		
	diverse cultures?		
18.	a. Explain the importance of customer relations with examples.	CO4	K4
	OR		
	b. Explain the difference - Stakeholder Engagement Vs		
	Stakeholder management		
19.	a. Write short notes on - Discretionary, Dormant, Dependent	CO4	K4
	stakeholder in detail.		
	OR		
	b. Write short notes on - Demanding, Dominant, Definitive		
	stakeholder in detail.		
Q. No.	SECTION C $(2 \times 20 = 40)$	CO	KL
	Answer the following in not less than 750 words		
20.	a. Who is a stakeholder? Explain the various types of	CO5	K5
	stakeholders		•
	OR		
	b. Explain the difference between Advertising and Public		
	Relations in Strategy, Target audience, Purpose, Message,		
	Media Choice and Presentation		
21.	a. Explain the 4 elements of Power Interest Grid with	CO5	K6
	illustration?		3
	OR		
	b. What is lobbying? Explain the various types of lobbying in		
	detail?		
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