

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**

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

