

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2008 – 09 & thereafter)

SUBJECT CODE: PR/PC/IP14

M. A. DEGREE EXAMINATION, NOVEMBER 2008
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE

PAPER : INTRODUCTION TO PUBLIC RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

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

1. Why is Public Relations considered a management discipline like production, marketing, finance or administration?
2. Is P.R. necessary for lubrication of democracy?
3. Who are the publics of an organization?
4. Who was Ivy lee?
5. What is the French name for the PR Association in France?
6. Give two examples of PR in education in USA.
7. What is the role of IPRA in England and state its famous definition of PR?
8. What is public sector PR in India?
9. What is the name of the Japanese PR society?
10. What is the function of ethics in PR? Give two examples.

SECTION – B

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

11. What is the difference between hiring a PR consultant versus having a fulltime PRO?
12. What are the qualities required for a PR person?
13. Who is Edward L. Bernays and what is his contribution to PR?
14. How did the growth of democracy help in the development of PR in countries like China, Japan and India?
15. How did PR develop in Germany and UK or any other two European countries?
16. Discuss how the growth of PRSI helped to spread the PR profession in India.
17. What is code of Ethics and code of Athens?

SECTION – C

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

18. Who are the publics of Indian Railways? What is Corporate Public Relations and discuss corporate PR in Indian Railways?
19. How did PR develop in an advanced country like the USA? Trace the growth of PR in either politics or business.
20. Define the publics of State Electricity Department. How would you organize the PR department? Would you use PR to communicate to the general public about the current crisis?
21. Discuss the growth of PR in Japan and China or in any 2 sectors in India?
