

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2006 – 07)

SUBJECT CODE: PR/PC/SS34

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

COURSE : CORE
PAPER : PUBLIC RELATIONS FOR AND IN THE SERVICE SECTOR
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

Answer all questions in not less than 50 words: (10 x 2 = 20)

1. Describe any two dimensions of service delivery.
2. What do you understand by globalization of service sector?
3. What is purpose and process of market research in any one service organization – hotel or hospital?
4. Examine the need and nature of collaboration between industry and educational institutions with an example.
5. What do you understand by quality in the service industry?
6. Mention a few websites related to service sector and comment on their usage as a promotional tool.
7. Draw the four – step process of P.R and label.
8. What is the role of the general public in preservation of tourist centers?
9. How do you evaluate customer satisfaction in the service sector?
10. Differentiate between customer satisfaction and customer delight.

SECTION – B

Answer any five questions in not less than 250 words: (5 x 8 = 40)

11. Examine the impact of privatization in education.
12. Describe strategies for promotion of tourism with two examples of types of tourism.
13. Analyse the impact of consumer awareness in the health-care industry.
14. What are the publics in education and what is the importance of regulatory mechanism in education?

15. Explain the importance of planning and programming in the process of Public Relations with reference to the four-step process.
16. Examine the role of voluntary organizations in facilitating the service sector.
17. How has the hospitality sector elevated India at the global level and its support of travel and tourism?

SECTION – C

Answer any two questions in not less than 1000 words:

(2 x 20 = 40)

18. Analyze the role of “e – technology” on the various service sectors.
19. Examine privatization as an alternate tool in the service sector.
20. What are the responsibilities of consumers in the utilization of public utilities?
21. In a crisis in supply of water or electricity. How can PR be the most effective tool to reach out to consumers? Elucidate with examples.
