

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

SUBJECT CODE: PR/PS/CR14

M. A. DEGREE EXAMINATION, NOVEMBER 2008

PUBLIC RELATIONS

FIRST SEMESTER

COURSE : SPECIALISATION

PAPER : PUBLIC RELATIONS THEORY-I: COMMUNITY RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all questions in not less than 50 words:

(10 x 2 = 20)

1. How is the community an important public for any organization?
2. Mention any 2 CSR initiatives in India.
3. Give 2 examples to show how CSR can promote sustainable development.
4. Who are the stakeholders of a government hospital?
5. Who is a volunteer? Give an example of the importance of volunteers in a N.G.O.?
6. List 2 programs of the Rotary to establish Community Relations.
7. Mention 2 PR activities that you observed in a NGO.
8. Mention 2 roles of International organizations in India.
9. Mention 2 developmental initiatives undertaken to improve the lives of the common man.
10. List 2 skills & 2 attitudes required to work in community relations.

SECTION – B

Answer any five questions in not less than 250 words:

(5 x 8 = 40)

11. What is volunteerism? How is it important in the context of community relations?
12. Diagrammatically present the communication process and how is communication used in community relations.
13. How and why does a company participate in community affairs?
14. Present a profile of any voluntary organization that you have visited with emphasis on its community relations.
15. Suggest measures for village community leaders to enhance community relations.

16. Examine the primary or secondary model of interaction between community and society?
17. “Open house” is a tool of PR to establish community relations’. Justify your answer.

SECTION – C

Answer any two questions in not less than 1000 words:

(2 x 20 = 40)

18. What are the several activities that good community relations should involves? Justify with suitable examples from either Lions or Rotary.
19. Examine the community relations program developed in either an insurance or banking organization.
20. Discuss the strategies involved in conducting a successful food raising campaign.
21. What is community policing? How does the police practice community relations?
