

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2023 – 2024 & thereafter)**

**B.A. DEGREE EXAMINATION, APRIL 2025**  
**TOURISM AND TRAVEL MANAGEMENT**  
**FOURTH SEMESTER**

**COURSE : ALLIED CORE**

**PAPER : PUBLIC RELATIONS FOR TOURISM**

**SUBJECT CODE : 23TT/AC/PT45**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

<b>Q. No.</b>	<b>SECTION A (10 × 2 = 20)</b> <b>Answer ALL questions in not more than 30 words each.</b>	<b>CO</b>	<b>KL</b>
1	Define public relations.	CO1	K1
2	What do you know about the difference between public relations and advertising?	CO1	K1
3	What is meant by public relations according to Wilcox?	CO1	K1
4	List out three categories of corporate planning.	CO1	K1
5	What is corporate identity management?	CO1	K1
6	Define crisis team.	CO1	K1
7	What do you know about the types of crises?	CO1	K1
8	What are the types of disasters?	CO1	K1
9	List out three avenues of communication.	CO1	K1
10	What is meant by customer feedback?	CO1	K1
<b>Q. No.</b>	<b>SECTION B (8 × 5 = 40)</b> <b>Answer any FOUR questions from K2 and any FOUR questions from K3. Your answers should be in about 150 words each.</b>	<b>CO</b>	<b>KL</b>
11	Explain the scope of public relations.	CO2	K2
12	Summarize five important components of public relations.	CO2	K2
13	Discuss the importance of public relations in destination branding.	CO2	K2
14	Explain the advantages of advertisement.	CO2	K2
15	Discuss the importance of PR during a crisis.	CO2	K2
16	Identify the objectives of corporate planning.	CO3	K3
17	Explain the important elements of a corporate plan.	CO3	K3
18	Discuss the primary functions of logos and symbols in corporate branding.	CO3	K3
19	Explain how internet promotion can be helpful for a successful business.	CO3	K3
20	Identify the role of communication in PR.	CO3	K3
<b>Q. No.</b>	<b>SECTION C (2 × 20 = 40)</b> <b>Answer any ONE question from K4 and ONE question from K5. Your answer should be in about 1000 words.</b>	<b>CO</b>	<b>KL</b>
21	Analyze the importance of public relations for a successful tourism business.	CO4	K4
22	Examine in detail the important stages in crisis management.	CO4	K4
23	Explain the internal and external communication in a corporate organization with examples.	CO5	K5
24	Evaluate the need for and importance of crisis team in an organization.	CO5	K5

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