

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

M. A. DEGREE EXAMINATION, APRIL 2026
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : CORE
PAPER : PUBLIC RELATIONS AGENCY SERVICES
SUBJECT CODE : 23PR/PC/AS24
TIME : 3 HOURS **MAX. MARKS: 100**

Q. No.	SECTION A – I Answer all Questions (Multiple Choice) (10x1= 10 marks)	CO	KL
1	A PR agency primarily functions to: a) Sell advertising space b) Manage and maintain an organisation's relationships with its publics c) Conduct only market research d) Handle only internal communication	1	1
2	An in-house PR department is: a) An external consultancy hired on project basis b) A specialised unit within the organisation handling PR c) A media buying firm d) A lobbying group	1	1
3	The hierarchical head of a large PR agency is usually called: a) Account Executive b) Media Coordinator c) Managing Director / CEO d) PRO	1	1
4	B2B campaigns primarily target: a) Individual consumers b) Government departments only c) Other businesses and organisations d) Non-profit organisations only	1	1
5	Media monitoring" refers to: a) Designing advertisements b) Tracking and analysing media coverage about clients, industries and competitors c) Buying media space d) Training journalists	1	1
6	A "PR brief" is best defined as: a) A press clipping file b) A legal contract with a journalist c) A document outlining client background, objectives, target audiences and key messages d) A media list	1	1
7	A Video News Release (VNR) is: a) A live TV interview b) A pre-packaged video segment provided to television channels for possible use as news c) A television advertisement d) A webinar recording	1	1

8	A key objective of media list creation is: a) Randomly collecting email IDs b) Segmentation and personalisation of media contacts relevant to the client c) Buying journalist data for resale d) Sending bulk messages to everyone	1	1
9	In PR evaluation, “AVEs” traditionally refer to: a) Average Viewership Estimates b) Advertising Value Equivalents c) Audience Visibility Estimates d) Annual Value Earnings	1	1
10	A “news conference” is most appropriate when: a) The information is confidential b) One-on-one briefings are required c) The organisation wants to address many media representatives at the same time d) The organisation has nothing new to announce	1	1
Q. No.	SECTION A – II Answer all Questions in not less than 50 words (5x2=10 marks)	CO	KL
11	Define a PR agency and briefly explain its need in the contemporary communications industry.	2	2
12	Differentiate between an in-house PR department and an external PR agency on any two parameters.	2	2
13	What is meant by “agency environment – expectations” from a young PR professional entering a PR firm?	2	2
14	Explain the term “media tracking” and mention any two things a PR professional typically tracks.	2	2
15	What is an online newsroom? Mention any two key components it should contain for effective media use.	2	2
Q. No.	SECTION B Answer all questions in not less than 350 words (4 x10 = 40 marks)	CO	KL
16	a) Describe the typical structure and hierarchy of a mid-sized PR agency. Explain the roles of at least four key positions in the hierarchy. (OR) b) Discuss the types of PR agencies and explain how their scope differs with examples.	3	3
17	a) Explain the client servicing process in a PR agency, from initial research and meetings to setting expectations and approval processes. (OR) b) Write a note on types of clients handled by PR agencies and outline best practices in networking and relationship-building with clients.	3	3

18	a) Explain the stages involved in conception, planning and implementation of a PR strategy for a new client, using an example. (OR) b) Differentiate between B2B and B2C PR campaigns with suitable examples, focusing on objectives, message style and media choices	4	4
19	a) Discuss the steps involved in media list creation, including segmentation and personalisation, and explain why this is critical to successful media relations. (OR) b) Examine the process of building and sustaining relationships with journalists, highlighting do's and don'ts in media engagement and follow-up.	4	4
Q. No.	SECTION C Answer all questions in not less than 750 words (2 x20 = 40 marks)	CO	KL
20	a) As a PR consultant, you are onboarding a new technology start-up as a client. Draft a comprehensive PR brief and outline a one-year PR strategy, including objectives, key messages, target audiences, tools, media plan and evaluation metrics. (OR) b) Critically analyse different methods of measuring and evaluating PR efforts (media coverage analysis, share of voice, sentiment analysis, digital metrics, etc.). Propose a structured evaluation framework for a national-level PR campaign.	5	5
21	a) You are working with a large corporate client launching a new CSR initiative. Design a complete media relations and events plan, including organising a news conference, developing communication materials (news release, VNR concept, online newsroom updates) and post-event follow-up and reporting. (OR) b) Discuss how emerging media trends (social media, podcasts, influencer collaborations, online news services, data-driven PR) are transforming PR agency services. Propose training and best practices for employees in a PR agency to stay relevant in this environment.	5	6
