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	**:**	**STAKEHOLDER RELATIONS**
SUBJECT CODE	**:**	**23PR/PC/SR24**
TIME	**:**	**3 HOURS**

MAX. MARKS: 100

Q. No.	**SECTION A – I** **Answer all Questions (Multiple Choice) (10x1= 10)**	**CO**	**KL**
1	Which of the following best defines a stakeholder? a) Only the shareholders of a company b) Anyone who invests money in a company c) Any individual or group affected by the activities of an organization d) Only employees of the organization	1	1
2	Which is an example of a primary stakeholder? a) Media b) Customers c) Local community groups d) Activists	1	1
3	Government relations involve a) Advertising products to customers b) Maintaining communication with government authorities and regulatory bodies c) Recruiting employees d) Producing goods for export	1	1
4	The Stakeholder Salience Model classifies stakeholders based on a) Profit, investment and growth b) Power, legitimacy and urgency c) Interest, revenue and productivity d) Influence, income and innovation	1	1
5	Customer Relationship Management (CRM) mainly aims to a) Reduce employee workload b) Build and maintain long-term relationships with customers c) Increase production speed d) Reduce company expenses	1	1
6	Community relations deals with a) Building positive relationships between organizations and society b) Increasing product prices c) Hiring employees d) Managing internal communication	1	1
7	Internal marketing primarily focuses on a) Promoting products to customers b) Treating employees as internal customers c) Advertising to investors d) Selling shares in the market	1	1
8	The important tool used in customer communication is a) Customer feedback system b) Share market index c) Import license d) Production schedule	1	1
9	Which of the following is a tool used in investor communication? a) Annual report b) Sales promotion c) Product packaging d) Trade fairs	1	1
10	Stakeholder mapping mainly helps organizations to a) Increase production b) Identify and prioritize stakeholders c) Reduce marketing costs d) Eliminate competitors	1	1

Q. No.	SECTION A –II Answer all Questions in not less than 50 words (5x2=10)	CO	KL
11	Define ethics in business.	2	2
12	What is stakeholder mapping?	2	2
13	Write a note customer loyalty.	2	2
14	State the meaning of employer branding.	2	2
15	Recall the meaning of Stakeholder Salience Model.	2	2
Q. No.	**SECTION B** **Answer all questions in not less than 350 words (4 x10 = 40)**	**CO**	**KL**
16	a) Explain the importance of stakeholder relations. **OR** b) Classify the types of stakeholders into primary and secondary stakeholders.	3	3
17	a) Explain the challenges relating to employer and investor relations. **OR** b) Examine the benefits of investor communication tools for investors	3	3
18	a) Discuss the role of public relations in stakeholder engagement. **OR** b) Discuss employee communication with reference to trends and t echnologies.	4	4
19	a) Explain the essential features of CRM. **OR** b) Give an example of how an organization can involve in issues related to society and environment and advocate for the same.	4	4
Q. No.	**SECTION C** **Answer all questions in not less than 750 words (2 x20 = 40)**	**CO**	**KL**
20	a) Discuss the conflicts and challenges in stakeholders' relations. **OR** b) What is lobbying? Explain the various types of lobbying in detail.	5	5
21	a) "Effective Stakeholder engagement depends on proper identification, communication and reputation building". Elaborate this statement by explaining the tools of effective communication strategies for sustainable relationship management. **OR** b) Develop an internal marketing plan for a brand, for effective employee relations.	6	6

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