

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

M.A./M.Com. /M.Sc. DEGREE EXAMINATION, APRIL 2026
SECOND SEMESTER

COURSE : ELECTIVE

PAPER : INTRODUCTION TO PUBLIC RELATIONS

SUBJECT CODE : 23PR/PE/IP23

TIME : 3 HOURS

MAX. MARKS: 100

Q. No.	SECTION A Answer all Questions in not less than 50 words (10x2=20 marks)	CO	KL
1	Define Public Relations	1	1
2	What is spinning?	1	1
3	List any two differences between advertising and PR	1	1
4	Identify stakeholders	1	1
5	Define media relations	1	1
6	Explain brand building	1	1
7	What is crisis management? Give an example	1	1
8	List any two external publics	1	1
9	Define IMC	1	1
10	Identify any two needs of PR	1	1
Q. No.	SECTION B Answer all questions in not less than 350 words (4 x10 = 40 marks)	CO	KL
11	a) Outline the functions of PR in contemporary organizations and indicate how each function contributes to organizational effectiveness (OR) b) Explain Crisis management. Give a case study that illustrates how reputation is managed post crisis.	2	2
12	a) Illustrate a brand that has utilized branding strategies to create brand awareness among its target audience (OR) b) Illustrate ethics in PR	2	2
13	a) Demonstrate the impact of communication on organizational performance (OR) b) Outline the 7C's communication and how each principle contributes to effective communication	3	3
14	a) Apply Aristotle's modes of persuasion and analyze an advertisement of your choice (OR) b) Identify podcasting and its role as a communication medium	3	3
Q. No.	SECTION C Answer all questions in not less than 750 words (2 x20 = 40 marks)	CO	KL
15	a) Analyze the usage of audio and visual communication in PR (OR) b) Examine digital communication	4	4
16	a) Examine any two social media platforms and their PR strategies (OR) b) Analyze written communication and its relevance in PR	4	4