

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2009 – 10)

SUBJECT CODE: PR/PC/CO24

M. A. DEGREE EXAMINATION, APRIL 2010
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : MAJOR – CORE
PAPER : PUBLIC RELATIONS IN THE CORPORATE
SECTOR
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Mention all the trends in the social, economical, technological, demographic and political environments that are influencing organizations today?
2. What do you mean by consumerism?
3. Suggest your views on enhancing the relations of the corporate world with the public.
4. Why are training programs essential for a corporate sector? Are training programs essential throughout the year?
5. Give the differences between professional and R&D associations.
6. In what way is the plant visits for employees' families enhancing the growth of the organization?
7. Explain web-based investor relations.
8. What is the significance of preparing quarterly and annual reports for stockholder relations?
9. Why should a corporate organizations hold press conferences?
10. Explain the company policies of a corporate sector company.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. Illustrate the changes in the economic scenario in the corporate sector due to the recent global recession.
12. Differentiate between house magazines published for the internal public and external public, with examples.

13. Comment on the SEZ –Special Economic Zones set up for the corporate sector.
14. Explain in detail the rules and regulations to be followed by the corporate sectors for international exports.
15. Comment on the significance of establishing healthy stockholder relations.
16. Writers and editors are important professionals to be reached out to be the PR department of a corporate organization. Why?
17. Explain training, various programs and the needs for training in the corporate sector.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 X 20 = 40)

18. Comment on Ratan Tata who has elevated the image of the organization through Public Relations.
19. The annual meeting of stockholders provides the right impetus for steady growth. Comment.
20. Examine the significant advantages the communication department offers for the corporate sector growth.
21. Critically examine the pressures on corporate sector and multinationals by consumerism.
