

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2008– 09)**

**SUBJECT CODE: PR/PC/PG44**

**M. A. DEGREE EXAMINATION, APRIL 2010**  
**PUBLIC RELATIONS**  
**FOURTH SEMESTER**

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

**SECTION – A**

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

1. Explain the vastness of governmental PR with suitable case studies.
2. Examine if 'PR is an attitude of mind'.
3. Explain the mandate of I & PR Department of Tamil Nadu Government.
4. Analyze the importance of feedback mechanisms from the community, giving two examples.
5. Name any four factors that can enhance the effectiveness of governmental communication.
6. Define the key elements of the citizen's charter of a Government Department?
7. Suggest with justification, any four modern internal communication tools for a Central Ministry like MHRD.
8. Is 'Public Relations' a method of propaganda by the government? Examine.
9. How will you communicate and convince the public on volatile issues like frequent fluctuation in the administered prices of petroleum products?
10. Outline the utility of grass-root level government machinery in educating the people on civic issues.

**SECTION – B**

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

11. Illustrate the responsibility of print and electronic media in disseminating the policies of Government of India ?
12. Sketch the pros and cons of the protest groups' PR campaign on Bt Brinjal and the government's response to it.

13. Assess and authenticate the achievements and shortcomings of the 3<sup>rd</sup> annual mega 'Chennai Science Festival-2010' organized by the Government of Tamil Nadu at Science City during February 3-7, 2010.
14. Discuss the concept of 'Community Radio' being promoted by Union Government. Augment your arguments taking any one operating station in Chennai, as case study.
15. If you are a PR consultant, what will be your expert advice to the State and Central Governments when a major infrastructure project like green field airport is to be constructed near Chennai.
16. Elucidate any two outreach programmes of Tamil Nadu Government, with facts and figures.
17. Bring out the unique PR challenges to the 'Chennai Metro Rail Project' and the innovative solutions proposed by the State Government.
18. Describe the high level of integrity and competency requirements of a PRO in the Defense Department who has to maintain transparency in communication, without compromising the security interests of the country.

### SECTION – C

**ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:**

**(2 X 20 = 40)**

19. 'National Rural Employment Guarantee Act (NREGA) is a success or disappointment' - Substantiate your view points with illustrations.
20. Critically evaluate the PR strategies adopted by Governments of India and Andhra Pradesh on the Telangana issue.
21. PR professionals of Government Departments play a decisive role during 'fire-fighting PR exercises'. Justify with typical examples.
22. Comment on the PR management by the Indian Government within the country and abroad, of the global summit on climate change recently held at Copenhagen.

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