

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2011 – 12)

SUBJECT CODE: 11PR/PC/CO24

M. A. DEGREE EXAMINATION, APRIL 2012
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. List down the various functions of a typical PR department in a corporate organization.
2. Do you agree that Open house is an effective PR tool? Give reasons
3. Explain how lobbying is effectively used by corporate organizations. Give examples.
4. What are the benefits of a press conference?
5. What should be the typical contents of a Media kit on a company's website?
6. List down four benefits of an in-house employee communication journal.
7. How does consumerism benefit consumers?
8. What is a welcome letter? Why is it important to new shareholders?
9. Provide two pros and cons of an extempore speech made by a corporate communication employee about his/her organization?
10. Why are exports very significant to corporate houses?

SECTION – B

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

11. How do changes in social environment impact corporate organization? Discuss with suitable examples.
12. Describe the stages involved in the preparation and distribution of an annual report.
13. Explore the various options of employee communication in an Information Technology company.
14. Explain the gaining importance and impact of social media with a case study.
15. Prepare a press statement for a political leader of a ruling party refuting the unsubstantiated smear campaign of corruption charges made by the opposition party.

16. Explain the benefits of maintaining good relations with security analysts and suggest strategies for developing rapport.
17. A leading English daily has wrongly published that a newly launched smart phone would be based on Windows platform, whereas, in reality it is based on Open source platform. Draft a letter to the editor to publish this under the 'corrections and clarifications' column.

SECTION – C

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

18. Discuss the impact of technology on the functions of a PR department in a typical corporate organization.
19. What is C.S.R? Explain in detail the various benefits of C.S.R for a corporate organization. Provide two examples of successful C.S.R campaigns.
20. As the Public Relations head of a cosmetic brand that is fast approaching its 75th year of existence, what Public Relations activities can you plan and implement for the platinum jubilee celebrations? Explain in detail.
21. Assuming you are the Public Relations head at the Koodankulam nuclear power station, what are the measures you will undertake to alleviate baseless fears on hazards of nuclear power station and its impact on society and environment?
