

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

**SUBJECT CODE: 11PR/PE/IP24**

**M. A. DEGREE EXAMINATION, APRIL 2012**  
**PUBLIC RELATIONS**  
**SECOND SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : INTRODUCTION TO PUBLIC RELATIONS**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

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

1. What is PR's role in an organization?
2. Explain what do you mean by 'Publics'?
3. How is PR in U.S. different from India with reference to government?
4. Which Indian company is known to have used PR tools right from its inception and with what impact?
5. Is PR a barrier between truth and the people? Discuss
6. Give the best definition of PR and explain why you think it is so?
7. What is PRSI and its objectives?
8. Has the social media gained acceptance by companies? Discuss
9. Write a brief note on internal and external communication.
10. How is Lobbying different from PR? Explain.

**SECTION – B**

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

11. What are the strengths that a PR professional must possess in order to be successful?
12. Define publicity, propaganda, advertising and marketing with examples.
13. What do you understand by the term 'C.S.R'? Explain
14. What is a government PRO's role? Elucidate.

15. Draw out a short term customer relation program for a multi product retail outlet?
16. Briefly explain the PR practice in any European country?
17. Can P.R. succeed in a Communist state like China? Discuss

**SECTION – C**

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

18. What is ‘crisis management’ and how does PR fit in? Explain with at least four examples.
19. What are the various things you need to consider while planning a P.R. campaign? Discuss in detail.
20. How will you communicate to the employees in a multi location and multi lingual set up? Explain with a chart.
21. Describe the evolution of PR in the U.S.A in detail

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