

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

SUBJECT CODE: PR/PC/GR44

M. A. DEGREE EXAMINATION, APRIL 2012
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : SPECIALIZATION
PAPER : PUBLIC RELATIONS THEORY –IV: GOVERNMENT
RELATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. Comment on 'government is big business'.
2. What are any two main objectives of an ideal 'public interest group'?
3. Narrate briefly with two examples of tenacious societal issues where the Business can get involved with the Government.
4. Name any two interest groups genuinely working for the elderly in Tamilnadu, and mention their achievements.
5. Why should the citizens be encouraged to learn about 'administration'?
6. Should the arms of government be strengthened ? Why?
7. Name any two reputed PR consultants in Chennai who have worked for government, and also highlight their contribution.
8. Who are the major *publics* of the Union Government of India ?
9. Mention any two proven platforms for mobilizing the public opinion, with examples.
10. What are the democratic methods available to the Indian citizens to express their views or expectations ? Explain.

SECTION – B

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

11. Examine the 'role of Public Relations in politics' with case studies, especially in policy making domain.
12. Comment and justify 'winning acceptance to the PR function is vital for any organization'.

13. Enumerate the sensitivities and complexities involved in working with legislators and legislative bodies. Justify your answer with suitable examples.
14. 'R.T.I Act is a boon or bane' - Substantiate your answer with case studies.
15. How can the women's interest groups be judiciously roped-in and effectively utilized in implementing Government's welfare schemes? Give examples.
16. How will you evaluate, select and appoint a P.R. consultant for a sensitive governmental sector like Atomic Energy Department ?
17. Why should a P.R. executive equip oneself with knowledge of taxation ? What PR tools can be used for educating the *publics* of Income Tax Department.
18. Bring out the 'role of civic groups in societal development' with prominent examples.

SECTION – C

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

19. Critically analyze 'lobbying' as a PR strategy, with special reference to government sector. Compare and contrast various types of lobbying.
20. Explain the PR challenges in executing the Chennai Metro Rail Project. Highlight the PR tools that you would use for its various stake-holders. What are your prescriptions for winning its *publics*' goodwill and cooperation ?
21. Elucidate the importance of Public Affairs and Public Relations, taking the current public concerns associated with the Kudankulam Nuclear Power Project, as examples.
22. Describe the ways and means of successfully reaching out to the government, with enlightening case studies.
