

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2009– 10 & thereafter)**  
**SUBJECT CODE: PR/PC/PG44**

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

**COURSE : MAJOR – CORE**  
**PAPER : PUBLIC RELATIONS 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. What do you understand by ‘credibility’ in government? How do you explain this with reference to the Anna Hazare movement?
2. Mention any two challenges of governmental PR?
3. Why do we need I & PR Department at the Centre, when individual ministries have Public Relations departments? Give two reasons.
4. Outline any one ‘outreach programme’ of the Ministry of Agriculture of the central government?
5. How does the State Department of Health, utilize Public Relations to reach out to people, during fairs and festivals?
6. In your opinion State Departments of Public Relations are able to reach out to the population better than Central Department of P.R. Give two examples to support your case.
7. How has Chennai Corporation used Public Relations, to promote source segregation of garbage to the citizens?
8. Mention any two feedback mechanisms of the community to reach a government Department.
9. Is Facebook used by the State or Central Government Departments/Ministries? Give two examples.
10. Websites of Government Departments are useful to citizens. Give any two examples.

**SECTION – B**

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

11. Explain how the central government can clarify its stand to hike the prices of petroleum products to the people of India. As Public Relations person, what strategy would you adopt?
12. You are the P.R.O of the Electricity Department. How will you explain the power cuts during the oncoming summer season?

13. Many Social Welfare schemes have been launched by the state government of Tamil Nadu. As P.R.O. of the social welfare department, how will you defend these schemes?
14. Water is being illegally taken by tankers to the city population, draining the water sources of the village. As Municipality P.R.O how will you face the situation?
15. Describe any festival and fairs in your neighborhood and elaborate any Public Relations activity perceived.
16. If you are a Government P.R.O, you have to face adverse criticism constantly. Illustrate any two mechanisms that can be used to offset the adverse criticism.
17. Any Government P.R.O has to comply with many rules and regulations. How will these have impact on his functioning?
18. Some Government Public Relations activities are very visible and well appreciated, as for example in the tourism sector. Illustrate your answer with examples.

### SECTION – C

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

**(2 X 20 = 40)**

19. In India many scams are being exposed in Government Departments. As a Public Relation person in Government analyze how these are being handled, especially in the media. Illustrate at least four strategies?
20. In India, there are many achievements in the development sector. As P.R.O in the Government, outline media methods you can use in highlighting the achievements.
21. As Airlines P.R.O how do you attract customers, who are being wooed both by government and private airlines?
22. State and Central Government I & P.R departments organize Republic Day Parade every year as also International Trade Fairs and India festivals. These are examples of Governmental Public Relation departments access to resources and reach into the community. Critically evaluate with examples.

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