

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

SUBJECT CODE: 11PR/PC/SS34

M. A. DEGREE EXAMINATION, NOVEMBER 2012
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : CORE

PAPER : PUBLIC RELATIONS IN THE SERVICE SECTOR

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all questions in not less than 50 words:

(10 x 2 = 20)

- (1) Write Gandhiji's quote on the importance of consumers.
- (2) Explain the concept of service delivery with example
- (3) Differentiate Customer Satisfaction from Customer delight with illustrations
- (4) Explain the process of fact finding, with illustrations.
- (5) What is Programming?
- (6) Explain the features of Essential Services.
- (7) What are the 4 "P"s in marketing
- (8) Explain Utility Service
- (9) Name a few online services related to Service Sector. Comment on their Contribution.
- (10) Explain the merits and demerits of nationalization.

SECTION – B

Answer any five questions in not less than 250 words:

(5 x 8 = 40)

- (11) Explain the concept, importance and role of Public Relations.
- (12) Differentiate Manufacturing industry from Public Sector with illustration.
- (13) Highlight the role of P R as a promotional tool in Service Sector.
- (14) Trace the latest Advertising trends in the various public sector.
- (15) Explain the importance and role of regulatory bodies in any 2 service industries, Substantiating the same with incidents.
- (16) Explain the application of C.P.A. in various service industries.
- (17) Relate the concept of Globalisation in th field of Education, Retail & Hospital Industry.

SECTION – C

Answer any two questions in not less than 1000 words:

(2 x 20 = 40)

- (18) What are the types of Technological advances that have taken place in various sectors, to enhance customer satisfaction.
- (19) What are the challenges facing the various service sector industries of utility services like electricity, water, gas, telephone and communication.
- (20) Describe the relationship between the public and the police department, with illustrations.
- (21) Discuss and comment about impact on encouraging Foreign Direct Investment in Retail Trade.
