

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2012 – 13)

SUBJECT CODE: 12PR/PC/MK14

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

COURSE : CORE
PAPER : MARKETING MANAGEMENT
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. Differentiate between commercial and social marketing.
2. What are the principles of marketing?
3. State any two criteria for market segmentation.
4. Briefly explain the modern marketing concept.
5. How does customer differentiate the products?
6. How PR can help in coordinating relief efforts?
7. What do you understand by Integrated Marketing Communication?
8. State the campaign theme for protection of any endangered species.
9. Write a short note on marketing mix.
10. Give two reasons for effective use of Media in social marketing with an example.

SECTION – B

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

11. Develop a positioning strategy for a service product of your choice.
12. Explain the important rules to be followed in Press publicity.
13. Device a PR campaign to help alleviate poverty.
14. Identify any three strategies for promoting women's empowerment.
15. Explain any three phases of Public Relations influence on peoples attitude towards an Organization.
16. Discuss the possibility of effective public relations in college to raise fund for a social cause.
17. What are the stages involved in branding decisions?

SECTION – C

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

18. How would you organize an event to create awareness about personal hygiene among rural women?
19. Trace the stages involved in marketing research.
20. Explain the ways to educate the general public about conservation of energy.
21. Draft a PR campaign for protection of a girl child.
