

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

(For candidates admitted during the academic year 2012 – 13)

SUBJECT CODE: 12PR/PC/CR14

M. A. DEGREE EXAMINATION, NOVEMBER 2012

PUBLIC RELATIONS

FIRST SEMESTER

COURSE : CORE

PAPER : COMMUNITY RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all questions in not less than 50 words:

(10 x 2 = 20)

1. Define Corporate Social Responsibility.
2. Mention any four functions of NABARD.
3. What is meant by Community opinion polling?
4. What are the main objectives of UNIDO?
5. Give any four reasons for community's links with service organizations.
6. What is meant by Community Relations?
7. Define the term 'Voluntary Organisation'.
8. What is meant by the term 'trusteeship'?
9. What are the objectives of any community outreach programmes?
10. Who are primary stake holders in a community?

SECTION – B

Answer any five questions in not less than 250 words:

(5 x 8 = 40)

11. Explain the role of Lions in Community Relations.
12. Write a short note on nature and scope of Corporate Social Responsibility.
13. Briefly explain the skills of the Public Relations Professional required to work in Community Relations.
14. 'Volunteerism and Voluntary workers are important components of community development' – Comment.
15. Explain the role of Police in Community Programmes.
16. Briefly explain community public as an important stakeholders in Public Relations.
17. 'Insurance is a tool for Community Development' – Justify.

SECTION – C

Answer any two questions in not less than 1000 words:

(2 x 20 = 40)

18. Analyse the role of International Organizations in Community Relations in India.
19. Discuss the role of Public Relations in non-profit organizations.
20. Discuss briefly the Public Relations' tools in Community Relations.
21. Quoting a case study discuss the contributions of any Corporate in the development of communities.
