

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2011– 12)**  
**SUBJECT CODE: 11 PR/PC/PG44**

**M. A. DEGREE EXAMINATION, APRIL 2013**  
**PUBLIC RELATIONS**  
**FOURTH SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : PUBLIC RELATIONS IN THE GOVERNMENT**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

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

1. Who is an ideal Government PR professional?
2. Analyze the rating mechanisms that best suit Government Departments.
3. Mention the key 'Publics' of BSNL.
4. Suggest any four best PR tools for effective Governmental communication.
5. Why outreach programmes are essential for Government schemes?
6. Define and differentiate festivals and fairs.
7. Explain e-governance.
8. Elucidate the role of 'Village Administrative Officers (VAO)' in organizing feedback mechanisms at grass-root.
9. How visual media can augment the visibility for Government policies?
10. Describe the structure of TN State Government PR Department.

**SECTION – B**

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

11. Bring-out the role of Government PR Departments during 'Damage-control' exercise.
12. Examine the implications of 'Paid news'.
13. 'PR challenges & opportunities in social welfare sector'. Exemplify with best case-studies.
14. Citing the current developments in countries like North Korea, highlight the vital functions of the Indian Embassies.

15. Elaborate 'New-media can dramatically enhance Governmental PR'.
16. Emphasize the importance of PR in Railways and showcase the achievements of PR wing of Southern Railways, with examples.
17. What would be your expert PR prescriptions for tackling the deliberate disinformation crusade of certain 'vested interests', if any, against Government projects ?
18. Evaluate the PR handling of the recent conflict with the public in Tamilnadu by Gas Authority of India Ltd (GAIL), with regard to gas pipeline laying.

### SECTION – C

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

**(2 X 20 = 40)**

19. 'The mandatory Public Hearing for mega projects of Government' - A boon or bane.
20. Specify and substantiate with illustrations, the best tools that are available for ensuring the transparency and accountability of Government Departments.
21. Examine the current PR issues related to the Kudankulam nuclear power station in Tamil Nadu, and justify your observations.
22. Design a captivating PR campaign for the civic bodies like Chennai Corporation for propagating the jingles 'Segregation at source is a must for turning garbage in to resources' & 'Wealth from waste'. Illustrate the strategy proposed for implementing your plan of action.

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