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

<div align="right">

SUBJECT CODE: 11PR/PE/GR44

</div>

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

COURSE : ELECTIVE
PAPER : GOVERNMENT RELATIONS
TIME : 3 HOURS   MAX. MARKS: 100

<div align="center">

SECTION – A

</div>

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

1. What is a government relation?
2. Differentiate between lobbying and advocacy
3. Name a few campaigns run successfully by Chennai Corporation.
4. What is the role of Judiciary?
5. Give any two examples for modes of communication used for protests and marches
6. What is an ordinance?
7. Who is an executive?
8. List any 2 recent policy changes effected by powerful lobbying.
9. What are the functions of PR?
10. How is a public opinion formed?

<div align="center">

SECTION – B

</div>

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

11. Briefly explain on the role of public relations in policymaking.

12. What are the difference between individual and traditional lobbyist

13. Do you think right to information can play a major role in strengthening the liaison between government and public?

14. Explain taxation.

15. Explain on the working of legislators and legislative bodies.

16. What is media tracking? How is media tracking prepared? Give an example.

17. List out any eight points on the different public affairs strategies adopted by NGOs and corporate

18. What is the role of government public relations practitioner?

<div align="right">

..2

</div>

SECTION – C

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

19. "Everything involved in achieving a favourable opinion" – Do you agree with this statement.

20. Do you think a public relations officer can influence the society?

21. What are the differences between the types of public relations used in local government compared to police services?

22. What is public sphere? Explain how public sphere can be utilized in government relations.

****