

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

SUBJECT CODE: 12PR/PE/IP24

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

COURSE : ELECTIVE
PAPER : INTRODUCTION TO PUBLIC RELATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. Define “Public Relations” and explain your definition
2. Who do you think is the internal audience?
3. How is advertising different from Public Relations?
4. What is a “Press Kit” can we call it an incentives?
5. Which media is more effective for Public Relation activity, why?
6. Why do we call them as “Publics” in PR?
7. Expand C.S.R?
8. What is a “Press Release”?
9. What is marketing
10. What do you mean by “Open House” in PR?

SECTION – B

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

11. Elucidate ‘Publicity, Propaganda, Advertising, Marketing’ with definition and bring out the difference between them?
12. Point out various functions of public relations and relate it with the roles of ‘Public Relation Officer’?
13. How Public Relation could understand the employee’s expectation and maintain good relationship?
14. Explain the expectations of various communities with reference to the expectations?
15. Is customer still the king of a market, Discuss in detail?
16. Is it necessary for a PRO to be a good journalist, explain your reason?
17. How is social networking sites related with PR?

SECTION – C

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

18. Discuss in detail on various steps in planning a PR event?
19. Explain “Mass Media, Open House, Exhibitions, Trade fairs, Photography” as a PR tool.
20. Why are, Presentation Skills and Public Speaking important for a PRO?
21. Write about the different strategies that a company could apply to motivate its employees?
