

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

**SUBJECT CODE: 12PR/PC/CO24**

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

**COURSE : CORE**  
**PAPER : PUBLIC RELATIONS IN THE CORPORATE SECTOR**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

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

1. What is political activism and consumerism?
2. What are the tools in PR?
3. How lobbying is effectively used by corporate organization?
4. Brief the benefits of educational courses and training programs in PR?
5. What do you mean by Product Specification?
6. Give an example of any corporate report you have come across?
7. List the advantages of an in-house employee communication journal?
8. What type of special events are conducted in Corporate PR?
9. How a press release is prepared?
10. Write the importance of welcome letter to the new Shareholder?

**SECTION – B**

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

11. Discuss the technological and political trends and their impact on industry?
12. Explain the importance and impact of social media with a case study?
13. Describe some of the employee communications with corporate environment?
- 14.. How the corporate prepares and distributes the annual reports?
15. Prepare the news releases and press statements for any current social awareness Campaign in Chennai city?
16. Examine the R&D associations and different types of trade?
17. Consumerism always benefit consumers-explain with examples?

**SECTION – C**

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

18. Explain in detail the various benefits of C.S.R for a corporate organization with Examples?
19. How is ICT used as a tool for a corporate as internal and external Communication?
20. Prepare a presentation of any corporate sector and its PR functioning which you have visited or observed through media?
21. HANWHA SOLAR-a Corporate ,has the concept of ‘SAVE ENERGY &SAVE ENVIRONMENT’ .If you are a PRO to that corporate,how do you plan campaigns for Solar energy and give awareness about power consumption?

**\*\*\*\*\***