

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI -86

M.A. DEGREE: PUBLIC RELATIONS

END SEMESTER EXAMINATION: APRIL 2013

TITLE: Public Relations in the Government

TIME: 3 Hours

CODE: 11PR/PC/PG 44

MAX MARKS: 100

SCHEME OF EVALUATION

The question paper has been carefully set within the framework of the prescribed syllabus, with a view to critically assess and ascertain the students' depth of knowledge on the subjects taught, their aptitude, appreciation of the concepts involved, analytical proficiency and their capability to correlate to current affairs.

The objectives of the exercise are

- To bring out their originality, creativity, skills and also to the extent possible their latent talents
- To appraise the depth of their domain knowledge and professional competence to pragmatically apply the knowledge gained to real-time situations
- To gauge their confidence level and power of expression, and their capacity to systematically & comprehensibly present the factual contents / key words
- To judge the learning process / methodology they had adopted

Accordingly, the relative weightage of marks are assigned as follows:

- Subject knowledge and understanding of the concepts - 35 %
- Originality and Factual Contents - 30 %
- Style of presentation and Language - 20 %
- Illustrations - 15 %

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