

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2009 – 10 & thereafter)

SUBJECT CODE: PR/PC/CO24

M. A. DEGREE EXAMINATION, APRIL 2011
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : MAJOR – 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 consumerism?
2. List the various functions or portfolios of a PR department in a typical organisation.
3. Should the speech of top management be prepared or extempore? Explain your choice.
4. List one advantage of educational courses and one advantage of training programs.
5. Describe the advantages of a welcome letter to a new shareholder as a PR tool.
6. What is an Open House? Why is it important as a PR tool?
7. An irate shareholder has written a mail claiming that he has not received the Annual Report yet. Draft an immediate response to the letter.
8. List down innovative web based shareholder relation strategies.
9. What is media relations? How can this be achieved?
10. What is the difference between a feature and a Press Release?

SECTION – B

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

11. What is Carbon Footprint? As a PR head, suggest means and ways of reducing Carbon Footprint in an industry of your choice.
12. How important is informal communication for a PR practitioner? What good practices would you suggest for building relationship at work?
13. A young and energetic Information Technology head has joined your organisation. As a team member from the PR department how will you exploit this opportunity to create cutting-edge e-based communication platforms?

14. What are the various strategies involved in maintaining a good investor relations?
15. Provide the steps involved in organising an Annual General Meeting and dissemination of annual reports thereafter within the statutory requirement.
16. There has been a fatal accident in the automotive factory in which you are the PR head. The workers are agitated and the media is outside the gate for covering the incident. Initial investigation suggests non-conformity of the deceased employee to safety regulations. How will you handle this situation?
17. A leading English Financial Daily has published wrong information about your organisation which is due to the negligence of the editorial team. The market is reacting on the negative press and the top management is annoyed. How will you handle this situation to make-good the image of your company in the eyes of all its stake holders?

SECTION – C

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

18. Today's industry has been influenced by social, economic, technological and political trends. Illustrate with 3 examples for each and discuss.
19. In today's scenario do you think Corporate Social Responsibility would have a better impact on brand equity than advertising? Elucidate with case studies.
20. List down the features of an in-house journal. Also suggest innovative measures that would create a 'sense of belonging' and increase readership of in-house journals.
21. Assuming you are a PR executive at a MNC retail store chain starting its operations in India, how will you plan a PR campaign?
