

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

SUBJECT CODE: PR/PC/GR44

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

COURSE : SPECIALIZATION
PAPER : PUBLIC RELATIONS THEORY –IV: GOVERNMENT
RELATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. Who are the various publics of government?
2. How do you win acceptance to PR in Government?
3. Who are issue lobbyists? Discuss
4. Government has become a big business today than it was before? Do you agree?
5. Why do we have to equip our self with knowledge of taxation?
6. Do we require protests and demonstrations in a democratic set up?
7. What are public interest groups? Give four examples.
8. What do we mean by Corporate Social Responsibility or business involvement with government on societal issues?
9. Who are women's groups and why do we need them?
10. How do we learn about administration?

SECTION – B

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

11. Has the role of PR declined in politics over the years? Discuss
12. Lobbying by and large is an accepted fact in democracies? Discuss.
13. What do we mean by public affairs and how it is similar to or different from PR?
14. The role of PR in promoting civic groups interests is in informing and educating them on government policies. Discuss.
15. Why does one require knowledge of government regulations and how does it affect individuals?

16. Trace the role of PR in winning support for educating people on the evils of drinking?
17. How would you lobby for Tamil Nadu State Pollution Control Board in banning plastic disposal in Chennai City?
18. Trace the role of PR in working with government departments in obtaining approval for a housing scheme.

SECTION – C

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

19. Governmental relations is a part of Public Relations. How do you launch a governmental PR programme for a leading business house engaged in manufacturing consumer goods?
20. Discuss the Freedom of Information Act and list out various clauses in it?
21. Interest groups are very powerful in any society. Discuss how will you tackle disabled and differently-abled groups, concerning current Tamil Nadu government's policy concerning them?
22. Just assume that current government in Tamil Nadu is not aware of the problems of unorganized workers. How will you reach out to them in making them to act for the welfare of unorganized workers?
