

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

SUBJECT CODE: PR/PC/PG44

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

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

SECTION – A

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

1. Define and analyze Governmental PR.
2. Who are the major 'Publics' of the Election Commission of India ?
3. Comment on the limitations of PR in the Government Sector.
4. Suggest any four best tools of communication to productively reach the major stakeholders of 'Indian Oil Corporation (IOC)'.
5. What are the best qualities expected of a Government PR professional ?
6. Bring out the importance of outreach programmes in the Ministry of Agriculture.
7. How can Government policies and schemes be meticulously popularized through exhibitions, trade fairs, festivals, carnivals and fairs ?
8. Explain the proven feedback mechanisms from the community to the government.
9. 'Heads of Government Departments must be a good PR person' – Justify your answer.
10. Highlight the need for the Governmental PR authorities for coping with changing scenario.

SECTION – B

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

11. Analyze the 'Public Relations Environment' in State Government Departments.
12. Citing the recent developments in countries like Egypt or Libya, explain the crucial role of the Indian Embassies abroad during crisis management.
13. Examine the pros and cons of 'Lobbying'.

14. Validate the statement: 'Perception Management is vital for the success of a PR campaign'
15. Illustrate the main elements of Public Relations in the different arms of government.
16. What are the challenges of PR in the banking sector? Justify your answer.
17. Elaborate 'PR as a catalyst for socio-economic change' with case studies.
18. Narrate the differences and similarities among Public Relations, Advertising and Publicity used in the government.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:

(2 X 20 = 40)

19. 'PR is a management function' – Substantiate with case studies from Public Sector Units.
20. Explain the benefits of successful PR in a premier scientific organization like the Department of Atomic Energy.
21. Describe with case studies the importance of 'Ethics in Governmental PR'. What are your prescriptions to enhance ethical PR?
22. 'Moulding public opinion' is an important duty of a PR executive in infrastructural agencies like Airport Authority of India (AAI) or National Highways Authority of India (NHAI) or National Thermal Power Corporation of India (NTPC) - Do you agree ? Defend your stand with examples.
