

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

**SUBJECT CODE: 12PR/PC/CR14**

**M. A. DEGREE EXAMINATION, NOVEMBER 2013**

**PUBLIC RELATIONS**

**FIRST SEMESTER**

**COURSE : CORE**

**PAPER : COMMUNITY 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 Public Relations Professionals?
2. Define Corporate Social Responsibility.
3. List out the objectives of WHO.
4. Mention any two skills of fund raising.
5. What is meant by trusteeship?
6. Mention any two roles of banks in community programs.
7. Mention the primary stake holders in a community.
8. What are the functions of Voluntary Organizations?
9. Mention any two roles of International Organizations in developing community relations.
10. Mention the functions of NABARD.

**SECTION – B**

**Answer any five questions in not less than 250 words:**

**(5 x 8 = 40)**

11. Explain the objectives of community outreach programs.
12. Analyse the role Insurance in community programs.
13. Explain the role of voluntary organizations in building communities.
14. “Public relations develops community relations” – Comment.
15. Briefly explain the objectives of UNIDO.
16. “Community Opinion Polling is a tool to develop Community Relations” – Justify.
17. Analyze the nature and scope of Corporate Social Responsibility.

**SECTION – C**

**Answer any two questions in not less than 1000 words:**

**(2 x 20 = 40)**

18. Discuss the importance of Community Relations in Public Relations.
19. Quoting a case study analyze the contribution of any one national voluntary organization in community development.
20. Critically evaluate the Public Relations tools in Community Relations.
21. Discuss briefly the schemes and programs for the community by Industrial organizations.

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