

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

SUBJECT CODE: 12PR/PC/MK14

M. A. DEGREE EXAMINATION, NOVEMBER 2013
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE
PAPER : MARKETING MANAGEMENT
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. Define marketing management.
2. What do you understand by Brand concept?
3. Differentiate between Social and Commercial marketing.
4. State any two criteria for market segmentation.
5. How does customer differentiate the products?
6. State the principles of Marketing.
7. What do you understand by Integrated Marketing Communication?
8. Write a campaign theme for protecting a girl child.
9. What are the emerging trends of marketing in the corporate sectors?
10. What is Social marketing? Give an example.

SECTION – B

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

11. Discuss the stages in Market Research.
12. What are skills required to organize an event to stop smoking for healthy living.
13. Explain the purpose and the goals of social marketing.
14. Explain how public Relations can create Brand identity.
15. Discuss how Mass Media can be used effectively in Social Marketing.
16. What are the major tools in Marketing PR.
17. Discuss the possibility of effective public relations in college to raise fund for the cause of differently able children.

SECTION – C

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

18. Discuss how Public Relations can help coordinating relief efforts during a crisis like Tsunami.
19. Develop a positioning strategy for a service product of your choice.
20. Suppose a relatively unknown college wants more visibility, what possible stories will MRP (Marketing Public Relation) practitioners tell?
21. Draft a PR campaign highlighting the harmful effects of de-forestation.
