

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

**SUBJECT CODE: 12PR/PC/SS34**

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

**PUBLIC RELATIONS**

**THIRD SEMESTER**

**COURSE : CORE**

**PAPER : PUBLIC RELATIONS IN THE SERVICE SECTOR**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all questions in not less than 50 words:**

**(10 x 2 = 20)**

1. How is the service sector “customer-intensive”?
2. Mention any two soft-skills which are essential for employees working in any service sector?
3. Who are the publics involved in case of “utilities”?
4. What are the four steps of Public Relations process?
5. Mention any two factors which attract tourism?
6. Who are the stake holders in the field of education?
7. What is the unique nature of “Utilities”?
8. How does the changing economic environment impact an educational institution?
9. What do you know about “Consumerism”?
10. Mention any two outstanding features of a service-sector?

**SECTION – B**

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

**(5 x 8 = 40)**

11. Describe how the four-step PR process can be effective for PR professionals in any sector?
12. Mention the four “P”s and its role in promoting the tourism sector?
13. What are the challenges facing PR in Health Care institutions and Hospitals?

14. Does the role of Government is important to the field of education. Justify?
15. Explain the role of travel organizations in promoting travel tourism and Hospitality sectors?
16. What are the outstanding features of service sector?
17. How does media relations play a role in educational institutions?

**SECTION – C**

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

**(2 x 20 = 40)**

18. What are the areas of special concerns while Public Relations used as a tool for utilities and the steps to overcome?
19. Explain in detail the importance of Public Relation towards promoting Travel, Tourism and Hospitality sectors?
20. Illustrate with examples that customer satisfaction is the core objective in a service sector?
21. How should health care institutions respond to changing environment in society. Explain?

**\*\*\*\*\***