

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086  
(For candidates admitted from the academic year 2011 – 12 & thereafter)**

**SUBJECT CODE: 11PR/PE/IP24**

**M. A. DEGREE EXAMINATION, APRIL 2014  
PUBLIC RELATIONS  
SECOND SEMESTER**

**COURSE : ELECTIVE  
PAPER : INTRODUCTION TO PUBLIC RELATIONS  
TIME : 3 HOURS MAX. MARKS: 100**

**SECTION – A**

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

1. Explain Kinesics.
2. What is B2B?
3. Explain social networks.
4. Who is a shareholder?
5. What is open house?
6. Describe advertising.
7. Define employee.
8. Enumerate press release.
9. Define client.
10. Describe Media kit.

**SECTION – B**

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

11. How are publics identified in Public Relation?
12. Define Customer. Enumerate the importance of customer relation.
13. Explain some of the best practices employed on employees in India.
14. Write short notes on (a) Propaganda (b) Local Advertising.
15. Illustrate the various expectation of community on health related issues.
16. Exhibitions are helpful in public relations – Do you agree? Why?
17. What are the various communication tools used in presentation skills?

**SECTION – C**

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

18. Critically examine the advantage of using social media as a tool in public relation.
19. How do you organize a customer relation programme for a business concern?
20. Explain in detail the steps in planning an event.
21. What do you think is the appropriate tool used in community relations in India?  
Explain with an example.

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