

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

(For candidates admitted during the academic year 2011 – 12)

SUBJECT CODE: 11PR/PC/BP14

M. A. DEGREE EXAMINATION, NOVEMBER 2011

PUBLIC RELATIONS

FIRST SEMESTER

COURSE : CORE

PAPER : BASIC OF PUBLIC RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all questions in not less than 50 words:

(10 x 2 = 20)

1. What are internal and external publics of MTC?
2. How Advertising is different from Public Relations?
3. What is corporate image and what is corporate identity?
4. What is event management?
5. What are ten commandments of crisis management?
6. In the information age, what are the qualities required for a PR person?
7. What are vendors' expectations and vendor relations objectives?
8. Who are image makers?
9. What are the types and classes of various events?
10. What are various crises an organization overcomes?

SECTION – B

Answer any five questions in not less than 250 words:

(5 x 8 = 40)

11. Typically, how a PR department is organized in a large manufacturing company?
12. What are the various promotional methods like advertising and how these differ from PR?
13. Why does stock market need to have good image?
14. What would you need to do to organise a special event?
15. Crisis management is easily talked about but difficult to handle? Discuss
16. Why there is the need for good customer relations policy? Discuss this against the background of Mahatma Gandhi who said customer is always right?
17. What is IMC and it is role in PR?

SECTION – C

Answer any two questions in not less than 1000 words:

(2 x 20 = 40)

18. Discuss the entire gamut of Public Relations for an IT company like Infosys and what are the publics it comes into contact with and how the department of PR can be organized?
19. Discuss the role of Public Relations in Event Management. Illustrate.
20. What would be the corporate image strategy required for the state owned Air India which has been ailing economically and image wise? Use a multi media corporate identity mix?
21. How will you organize an exhibition which is an event for the state industries promotion corporation of government of Tamil Nadu?
