

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**

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

**SUBJECT CODE: 11PR/PC/CR14**

**M. A. DEGREE EXAMINATION, NOVEMBER 2011**

**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. Define the term “community”.
2. What is meant by the term “trusteeship”?
3. What are the main components of a community Programme?
4. What are the main objectives of the WHO?
5. Name the Third World countries. How are they classified?
6. Give four strong reasons for community – voluntary organization interface.
7. Give four reasons for international involvement in local development.
8. What is the meaning of the term “community opinion polling”?
9. What is the need to fund raise for community programmes?
10. Define Corporate Social Responsibility.

**SECTION – B**

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

**(5 x 8 = 40)**

11. Briefly explain the importance of community links with the hospital industry.
12. Write a short note on the commitment of international organisations to community development.
13. Briefly explain the role of UNESCO in the development of Third world countries.
14. Briefly explain the concept of “volunteerism”.
15. Explain the concept of community opinion polling with a suitable example.
16. Identify the role of banks and describe its contribution to community development.
17. What are the requisites of a Community Relations professional in order to have good community relations?

**SECTION – C**

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

**(2 x 20 = 40)**

18. Discuss with a suitable case study the contribution of any corporate in the development of communities.
19. Explain in detail the role and contributions of various stakeholders in the community..
20. Discuss the role and contribution of Voluntary organizations and towards community development. Give suitable examples.
21. International Organisations are a definite requirement in Third World Development. Discuss your agreement/disagreement with suitable justifications from your field experiences.

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