

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2009 – 10 & thereafter)**

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

**M. A. DEGREE EXAMINATION, NOVEMBER 2011**  
**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. What is the fact finding process?
2. Define Public Relation.
3. Explain programming with illustration?
4. Enumerate a few websites related to various service sector?
5. Differentiate Public Vs Private sector with reference to PR.
6. Explain the concept of Medical Tourism and its significance?
7. Identify the stakeholders of Chennai Petroleum Corporation Limited.
8. Explain RTI Act with illustration.
9. Explain the impact of privatization on Telephone services?
10. Compare & contrast the services of Public Vs Private educational institution.

**SECTION – B**

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

**(5 x 8 = 40)**

11. Define service. Explain the characteristic features of a service organization.
12. What are the challenges to PR in present day service sector?
13. Explain the impact of online services in the various service industries?
14. Explain the role of media in health care industry.
15. Explain the concept of marketing mix in tourism with suitable examples.
16. Evaluate the contributions of PR in any one of the service sector industry.
17. Compare & contrast the importance of Advertising Vs Marketing in service sector industry.

**SECTION – C**

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

**(2 x 20 = 40)**

18. Explain the significance of regulating bodies in various service sectors with illustration.
19. Trace the latest PR promotional trends & strategies used in service sector.
20. Explain the impact of globalization on health care & hotel industry.
21. Discuss the four – step process of Public Relations

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