

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

**SUBJECT CODE: 12PR/PC/BP14**

**M. A. DEGREE EXAMINATION, NOVEMBER 2014**  
**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. Differentiate between Internal and External publics of an organization.
2. What is a house journal? How is it an effective tool of communication?
3. Corporate Image is an important factor for the success of any organization. Why?
4. What are the qualities of a good PR practitioner?
5. Give a note on IMC and its relevance today.
6. Explain the term Stake-holders.
7. What is Sponsorship? How is it an important source of funds for any event?
8. Give a note on Vendor Relations.
9. What is Community Relations?
10. What is an Image Audit?

**SECTION – B**

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

11. Differentiate between Advertising, PR, Propaganda and Publicity.
12. A good plan is essential for the successful organization of any event. Justify
13. Discuss the advantages and limitations of in house and external PR agencies.
14. Discuss the goals for an effective internal communication.
15. What is corporate identity? What are the various aspects?
16. Give a note on the various kinds of Crisis that can strike any organization.
17. Good employee Relations is the success of an organization. Why? What are the various steps followed today?

**SECTION – C**

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

18. What is Crisis Management? What are the goals of PR in Crisis Management?
19. You have taken over as the PR Manager of a Government College in Chennai. What would be the various activities you would undertake to increase visibility and build a good image?
20. Give a detailed account of any Corporate that is effectively using PR as an effective tool to build its Image.
21. Public Relations is a Management function – Justify.

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