

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

SUBJECT CODE: 12PR/PC/CR14

M. A. DEGREE EXAMINATION, NOVEMBER 2014
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. What is community polling?
2. Who are the community public?
3. List out the functions of Insurance in community Programs.
4. Mention any two CSR initiatives of a national voluntary organization.
5. What is meant by volunteerism?
6. List out the objectives of UNESCO.
7. List out the skills required in organizing an Open House.
8. Who is a Public Relations Professional?
9. Mention the different stakeholders of a community.
10. Mention the advantages of local advertising.

SECTION – B

Answer any five questions in not less than 250 words: (5 x 8 = 40)

11. Explain the nature and scope of CSR.
12. Analyse the role of banks in Community Programs.
13. “Fund Raising is an important tool in community relations” – Comment.
14. Explain the objectives of WHO and its importance in community relations.
15. “It is important to understand the community to practice Community Relations” – Justify.
16. Explain the role of voluntary workers in a community.
17. Analyse the schemes and programs for the community by Industrial organizations.

SECTION – C

Answer any two questions in not less than 1000 words: (2 x 20 = 40)

18. Critically evaluate the role of international organizations in Third World Countries.
19. Discuss the various programs of Lions and Rotary for the community.
20. Explain the knowledge, skills and attitudes required to work in community relations.
21. Quoting examples explain the working of Public Relations in non-profit organizations.
