

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2012 – 13 & thereafter)
SUBJECT CODE: 12PR/PC/SS34

M. A. DEGREE EXAMINATION, NOVEMBER 2014
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 service delivery?
2. Differentiate between courtesy and patience.
3. Why are regulatory agencies considered as publics of public relations in the service sector?
4. What are the salient features of a private company?
5. What is scheduling in travel & tourism?
6. Differentiate between marketing and advertising.
7. Why is public relations, essential in health care institutions?
8. List down the role of volunteers in health care institutions.
9. What are benefits of employing the media to promote educational institutions?
10. How are the community related with educational institutions as its public?

SECTION – B

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

11. Briefly discuss the features of the service sector.
12. What are the unique public relations features of the electricity department?
13. How do themes and packages attract tourists?
14. Why is a two way communication more important in health care sector?
15. How do the alumni help build the image of their institution?
16. Why is fact-finding and feedback crucial to a public relations process?
17. How are relationships maintained and sustained with the employees in a hospital?
18. Discuss the seven P's of the hospitality industry.

SECTION – C

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

19. Has the Right to Information Act given the citizen the necessary empowerment?
Substantiate your answer with valid examples.
20. Discuss in detail the special concerns of the public relations departments in the utility sector.
21. Illustrate with real time examples as to how the hospitality industry is able to handle the concerns of environment related issues and challenges through public relations.
22. Discuss the tactics that are employed by the Indian universities to counter the vigorous public relation activities employed by their foreign counterparts to attract Indian students.
