

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**  
**(For Candidates admitted during the academic year 2004-05 & thereafter)**

**SUBJECT CODE : VC/MC/PR54**

**B.A DEGREE EXAMINATION NOVEMBER 2007**  
**BRANCH I-HISTORY**  
**FIFTH SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : PUBLIC RELATIONS FOR TOURISM**  
**TIME : 3 HOURS** **MAX. MARKS : 100**

**SECTION- A**

**ANSWER ANY TEN QUESTIONS. EACH ANSWER SHOULD NOT EXCEED**  
**30 WORDS** **(10 X 3 = 30)**

1. Give three examples for public opinion.
2. List the four categories of publics.
3. Define 'Good Employee Relations'.
4. What is upward communication?
5. What is grape vine?
6. What is meant by lobbying?
7. List the contents of a press release.
8. Differentiate between advertising and Public Relations.
9. Define media relations.
10. Differentiate between a logo and a mission statement.
11. Mention three measurements for media coverage.
12. Mention four functions of a press office.

**SECTION- B**

**ANSWER ANY EIGHT QUESTIONS. EACH ANSWER SHOULD NOT**  
**EXCEED 250 WORDS** **(8 X 5 = 40)**

13. "Communication barriers are a hindrance to public relation" Illustrate with an example.
14. Explain the significance of communication and it.
15. Discuss creditability as a PR strategy.
16. Describe the function of an in-house PR officer.
17. Explain the importance of staff satisfaction in a leisure industry.
18. Suggest measures to prove effective use of information boards.
19. Bring out the significance of targeting in a PR campaign with a suitable example.
20. What are the tactics to handle a crisis in the tourism industry?
21. What are the various communication methods used in an organization?
22. "The PR industry is most suitable for women candidates". Do you agree? Justify your answer.

**SECTION- C**

**ANSWER THREE QUESTIONS. EACH ANSWER SHOULD NOT EXCEED  
800 WORDS (3 X 10 = 30)**

23. What are the techniques required to be an effective PR practitioner?  
(OR)  
Design a creative PR plan for campaigning leisure for senior citizens.
24. Write an essay on “PR and the media”?  
(OR)  
“Event management is what makes PR fun” Do you agree? Justify your answer with suitable examples.
25. As a PRO you are asked to establish the design and print for a corporate identity. Explain the points to be considered in the job from conception to execution.  
(OR)  
Describe the use of research in public relations.

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