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

SUBJECT CODE**: PR/PC/CR14**

M. A. DEGREE EXAMINATION, NOVEMBER 2010
PUBLIC RELATIONS
FIRST SEMESTER

COURSE   **: CORE**
PAPER   **: PUBLIC RELATIONS THEORY-I: COMMUNITY RELATIONS**
TIME   **: 3 HOURS**   MAX. MARKS**: 100**

SECTION – A

Answer all questions in not less than 50 words: **(10 x 2 = 20)**

1. Define Community relations.

2. Name the important stakeholders in the community.

3. Define community involvement.

4. Define trusteeship.

5. Define Volunteerism.

6. Name one local, regional, national and international voluntary organisation.

7. Give four reasons for international involvement in local development.

8. Name four fundraising organisations for community development.

9. What is "open house"? How is it a PR activity in an NGO?

10. How can local / regional media be used by an NGO for effective PR.

SECTION – B

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

11. Briefly explain the importance of community and industry relations.

12. Write a short note on the commitment of industry to community development.

13. Summarize the role of UN organisations in the development of third world countries.

14. Briefly explain the concept of fund raising for community.

15. Explain the concept of community opinion polling with a suitable example.

16. Identify any one service organisation and describe its contribution to community development.

17. What should be the requirements of a public relations professional in order to have good community relations? Describe any four tools of P.R which can be utilized effectively.

SECTION – C

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

18. Discuss with a suitable case study the schemes and programmes for the community by any one local industry.

19. Explain in detail the need and importance of public relations for effective community – industry partnerships.

20. Identify any one voluntary organisation and draw up its relationship with the community, highlighting its achievements towards development.

21. "Corporate Social Responsibility" is a mere catchphrase among industrialists. Discuss your agreement/ disagreement with suitable justifications from your field experiences.

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