

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

**SUBJECT CODE: PR/PC/IP14**

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

**COURSE : CORE**  
**PAPER : INTRODUCTION TO PUBLIC RELATIONS**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)**

1. Is PR an Art or Science – Comment?
2. Give three advantages that a newspaper has over T.V.
3. In USA, PR has different connotations. Briefly elucidate on any two.
4. What do you understand by the phrase muckraking?
5. What is CSR and how is it relevant today in India.
6. “Be British, buy British” was a PR strategy”. Analyze.
7. Can PR be effective in China? Substantiate.
8. Which Indian Company has championed the cause of PR in the last 100 year effectively?
9. Who said, “the public be damned”, what followed after this?
10. What does IPRA and PRSI stand for? Discuss their roles briefly.

**SECTION – B**

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

11. Describe in simple terms what is “Public Relations” and “Propaganda” and list any four similarities or differences.
12. If you are the PR Chief of an Airline Company, what would be your priorities in this uncertain market to retain and grow market share.
13. Trace the history of the evolution in U.S.A of PR in politics or business with examples.
14. Describe PR in any four European countries.
15. What is Internal Public? Explain with examples. List at least four important publics?
16. Is PR different from marketing or advertising? Illustrate with examples.

17. Identify and list the external publics of a hospital and briefly explain how a P.R person would communicate with each?
18. Asian PR, for example India or Japan, has evolved with a blend of Eastern and Western influences. Analyze with examples.

### SECTION – C

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

19. According to some experts PR is today more useful in “Branding” than Advertising. Comment?
20. The Financial Crisis in the USA’s Banking and Insurance Industry is partly attributed to the failure of PR in terms of “Integrity”. What are your views? Elucidate.
21. PR in the European countries is still conservative when compared to the UK or USA. What are the reasons? Analyse.
22. What challenges do you see for PR professionals for communicating in China Vis-à-Vis India? Explain.
23. Analyse the communication failure of the “Commonwealth Games” where India’s image was tarnished. Describe what would be your strategy would be if you are the PR manager, to restore world’s confidence?

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