

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2006 – 07 & thereafter)

SUBJECT CODE: PR/PC/SS34

M. A. DEGREE EXAMINATION, NOVEMBER 2010
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. How important is customer satisfaction in the service industry and how does one measure it?
2. How important is the planning and programming element in the four step P.R process?
3. How is the utility business different in concept and operations from other investor-owned, business-managed corporations?
4. In addition to quality and service at a fair price, list two other services than can be provided to customers by service organizations?
5. How important is tourism to the GDP of a country?
6. State the 5 P's used to attract tourists?
7. Can the healthcare segment be accorded an industry status in India? Please justify.
8. What is the role of volunteer groups in the hospital / health organizations?
9. How can educational institutes balance costs and still deliver quality? State briefly.
10. What PR tools will you use to get parents and other alumni associations more involved with educational institutes?

SECTION – B

Answer any five questions in not less than 250 words:

(5 x 8 = 40)

11. In the service sector, what are the quality parameters one needs to keep in mind?
12. How important is the community in the overall PR strategy of a service industry?
13. List out the regulatory agencies involved with the utility segment like Telecom or Power?
14. How important is the 'employee' in the Travel, Tourism and Hospitality industries? Illustrate.

15. In the Health care domain, how does the PR department's role help in enhancing overall customer feel?
16. Should educational institutes be more transparent with their various stakeholder groups? How does this help?
17. Does the media in our country give the necessary respect to educational institutions? Illustrate and analyze the positives and negatives with examples.

SECTION – C

Answer any two questions in not less than 1000 words:

(2 x 20 = 40)

18. Elaborately explain with examples how the First Step PR Process is important in the Service industry?
19. Do you support the privatization of essential segments like Power or Telecom or Transportation? Choose any one segment and analyze with examples.
20. How does Andhra Pradesh (A.P) promote tourism? Compare this with the tourism initiatives in Maharashtra and analyze.
21. Analyze and list the different stakeholder groups of an education institute and discuss the various PR tools that the institute can use to manage each group?
