

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086  
(For candidates admitted from the academic year 2008– 09 & thereafter)**

**SUBJECT CODE: PR/PC/CO24**

**M. A. DEGREE EXAMINATION, APRIL 2009  
PUBLIC RELATIONS  
SECOND SEMESTER**

**COURSE : MAJOR – CORE  
PAPER : PUBLIC RELATIONS FOR AND IN THE CORPORATE  
SECTOR  
TIME : 3 HOURS MAX. MARKS: 100**

**SECTION – A**

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

1. Identify some current public service campaigns exhorting people to vote, and explain how they can benefit the organizations that are running them.
2. Give the main impediments to full implementation of the Right To information Act (RTI)?
3. What are the best ways to stay connected with editors of newspapers?
4. How do business organizations benefit through membership in industry associations?
5. When will you suggest press conference rather than a press release as a means of communication to the media?
6. How can Annual Reports be used to build corporate image?
7. What is the importance of dealer conferences in Marketing?
8. What role can embassies play in promoting a country's exports?
9. What is the impact of the Internet on consumerism?
10. How can a website be used for shareholder communication?

**SECTION – B**

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

11. Discuss a "green campaign" that you found impactful.
12. Critique Barak Obama's address after taking oath as the President of the USA.
13. Do a critical appraisal of the "Incredible India" campaign.
14. Explain the importance of events as a means of internal communication. What makes events impactful?
15. Discuss, with examples, the use of children in TV commercials.

16. How will you use media coverage to publicise a new laptop that weighs only 500 gms?
17. If you are the Communications Manager of a full-facility Hospital, how would you plan a media visit?

**SECTION – C**

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

18. Discuss the pressures on business organisations from its various stakeholders.
19. Illustrate with the example of Vijay Mallya, how the CEO and business brands can be built synergistically.
20. Prepare a note to the management of Cognizant Technologies on the relative merits of a printed 12 page employee monthly journal and its e-journal alternative. Propose the content mix.
21. Critique the website of any business organization or an NGO, bringing out the aspects that make for effective web communication.

\*\*\*\*\*