

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

**SUBJECT CODE: PR/PC/GR44**

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

**COURSE : MAJOR – CORE**  
**PAPER : PUBLIC RELATIONS THEORY – GOVERNMENT**  
**RELATIONS**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

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

1. Who is a lobbyist? Give two examples.
2. What are Public Affairs? Discuss.
3. What do we mean by interest groups? Illustrate any two groups
4. Why do we need to know about legislations?
5. Is government a big business? List any four examples of the same.
6. How is PR different from lobbying?
7. How is public opinion moulded in public affairs?
8. What do we mean by civic groups?
9. Why do we need to know about taxation?
10. How do we win acceptance for PR in government?

**SECTION – B**

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

11. How government has become powerful & relevant to businesses in India Discuss?
12. Is lobbying unethical? Substantiate your answer with suitable examples.
13. How is business involved with government on societal issues? Analyze.
14. Are there any interest groups for women, children and minorities in India?  
Discuss.
15. Why knowing ordinances of the government are important? Discuss.
16. What is the role of Public Relations in Indian politics? Discuss.
17. What is freedom of information? Discuss.
18. Why are women's groups important? Discuss.

**SECTION – C**

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

19. What is Governmental Relations? Why it is important and how it is relevant to PR in India and abroad? Discuss.
20. Discuss all aspects of lobbying and consulting? How does professional lobbying differ from specialist lobbying? Discuss in detail.
21. Why are protests, marches and demonstrations important as communication methods with government? How do they change government behavior? Discuss with examples.
22. As a PRO of a business organization plan out a Government Relations program keeping in mind that you need a favorable government for your business organization? Discuss the various stages of PR and the plans you will use?

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