

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

SUBJECT CODE: PR/PC/MK24

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

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

SECTION – A

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

1. Define Marketing?
2. Differentiate between need and want? Illustrate with an example.
3. Define integrated marketing communications?
4. Define market research? What is it used for?
5. Mention different types of media and their usage in marketing?
6. Define CSR and is it linked to marketing?
7. State the importance of brand in social marketing?
8. Explain one marketing campaign on women & child related issue?
9. Mention the skills needed to organize social marketing event?
10. Enumerate the principal goals of social marketing?

SECTION – B

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

11. What are the 4P's of marketing? Explain each of them with examples.
12. Explain STP & its importance in a product launch scenario.
13. Elaborate on a health care & hygiene campaign.
14. What, according to you, are the best marketing practices in each of the below category given below:
 - Service tax awareness
 - Citizen's awareness on Election
 - Environmental protection
 - Tourism Promotion

15. Differentiate social marketing and corporate marketing with examples?
16. Explain Brand strategies with an example?
17. Corporates are getting increasingly involved in cause related social marketing! Comment.

SECTION – C

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

18. Explain the Role of Public Relations in social marketing with four examples?
19. Design a market research for a company entering into a emerging industry?
20. Explain emerging domination of marketing in corporate and non-corporate sectors.
21. As a telecom PR manager, strategize a PR campaign targeting Rural segments of Tamil Nadu.
