

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

SUBJECT CODE: PR/PC/PG44

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

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

SECTION – A

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

1. Comment on the increasing complexity of Government.
2. What are the modern tools used in Governmental PR? Explain any two tools.
3. Define and differentiate exhibitions and trade fairs.
4. Highlight the role of mass media in governmental PR.
5. Describe any two successful outreach programmes of the Government of India.
6. Bring out the importance of Village Administrative Officers (VAOs) in Governmental PR at grass – root level?
7. Who are the publics for the Government?
8. What are the desirable qualities of PROs in the government sector?
9. Who are the 'stake-holders' for the Ministry of Telecommunication?
10. Explain the PR set –up of Government of India.

SECTION – B

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

11. How will you harness the print and electronic media for image building of Government departments?
12. Describe the key role of governmental PR during damage control exercises, with typical illustrations.
13. How will you design and execute proactive PR campaigns before the launch of mega projects like commissioning of a nuclear power plant in the government sector. Validate your recommendations.

14. Discuss the feedback mechanisms from the community, with illustrations.
15. How will you plan and implement effective outreach programmes in local bodies (Corporations and Municipalities)? Authenticate your suggestions.
16. How are the Governmental festivals and fairs beneficial to the people? Discuss with case studies.
17. In your opinion, which department of the Indian Government is excelling the private sector in PR? Justify your judgment.
18. Examine the rating mechanisms of PR programmes in TN Government.

SECTION – C

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

19. Highlight the achievements of Indian diplomatic missions abroad in international PR, with examples.
20. Right to information (RTI) Act: Discuss the success and the deficiencies with illustrations.
21. What are your prescriptions for attracting and retaining the best talents in a premier scientific organization of the Government, like the Department of Atomic Energy (DAE).
22. Analyze and comment on the PR management strategies adopted by Government of India and Maharashtra Government during the recent terrorist attacks in Mumbai.
