STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2009 - 10)

SUBJECT CODE**: PR/PC/CR14**

M. A. DEGREE EXAMINATION, NOVEMBER 2009
PUBLIC RELATIONS
FIRST SEMESTER

COURSE **: CORE**
PAPER   **: PUBLIC RELATIONS THEORY-I: COMMUNITY RELATIONS**
TIME   **: 3 HOURS**   MAX. MARKS**: 100**

SECTION – A

Answer all questions in not less than 50 words: **(10 x 2 = 20)**

1.   Define public relations.

2.   What is community relations?

3.   What is trusteeship?

4.   What are the benefits of volunteering?

5.   Identify the stakeholders in the community.

6.   Name two local and two national voluntary organizations.

7.   Who is an opinion leader?

8.   What is the knowledge base required to work in community relations?

9.   Name two community programmes of UNESCO and UNIDO.

10.   List the community programmes of banks.

SECTION – B

Answer any five questions in not less than 250 words: **(5 x 8 = 40)**

11.   Explain the social responsibility of industries using case studies.

12.   Critique the role of insurance policies and programmes on the community.

13.   Illustrate ways in which the relationship between police and the public can be
       improved through community programmes.

14.   Discuss the programmes of WHO.

15.   Describe the role of Lions club in community relations.

16.   What is special event? Explain how you would organize them using examples.

17.   Discuss the fundraising strategies that can be employed by voluntary organizations.

SECTION – C

Answer any two questions in not less than 1000 words: **(2 x 20 = 40)**

18. Compare and contrast the role of industry vs. service organizations in the community.

19. International voluntary organizations are playing an increasingly visible role in India. Comment.

20. Illustrate the attitudes and skills required for community relations with suitable examples.

21. Justify the importance of study of community relations for public relations.

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