

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**

(For candidates admitted during the academic year 2009 – 10)

**SUBJECT CODE: PR/PC/IP14**

**M. A. DEGREE EXAMINATION, NOVEMBER 2009**

**PUBLIC RELATIONS**

**FIRST SEMESTER**

**COURSE : CORE**

**PAPER : INTRODUCTION TO PUBLIC RELATIONS**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

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

1. What are three most important principle companies should follow to succeed in PR?
2. The Employee is known as “Brand Ambassador of the Company” Why – Explain?
3. Explain briefly what is Criss Management?
4. The Press release content is always in a particular format what is it?
5. Can PR be effective in China? Discuss.
6. Firms in U.S.A are extensively using lobbying nowadays. Discuss.
7. Name any four external publics?
8. Can PR help during an economic crisis?
9. Is PR only media relations? Discuss.
10. Why was the pharase”Be British, Buy British” coined?

**SECTION – B**

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

11. Desscribe in simple terms the role of Advertising & PR in corporate set-up?
12. In the recent general elections in India, the Congress party won in most states. Do you think PR played a crucial role? Elucidate.
13. Why is Propaganda still a powerful tool of communication? Who uses this & why?
14. How would you deal with an irate customer? Explain with example.
15. Government of India should aggressively make its point heard on Terrorism with a neighboring country. Can PR help-elucidate.
16. How do the universities in UK use PR to attract international students? Describe.
17. Recently a PSU-Air India, went through a major crisis. What would you attribute this to? Explain.
18. Briefly describe PR’s role in marketing communications.

**SECTION – C**

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

19. How would you plan a PR campaign for a company, which is introducing a new brand of tea?
20. Discuss about the PR scenario in Europe and compare it with U.S?
21. What is the current situation of PR in India? What would be your suggestion to make this discipline more efficient and impacting?
22. What are the advantages of organizing a press conference vis-à-vis of press release?

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