

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

SUBJECT CODE: PR/PC/SS34

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

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

SECTION – A

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

1. What are the unique natures of utilities?
2. What is service delivery?
3. Explain privatization?
4. Explain globalization?
5. Explain the concept of medical tourism?
6. What is fact finding?
7. What is customer satisfaction?
8. What is customer delight?
9. What is meant by people intensive?
10. Explain feedback.

SECTION – B

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

11. Explain the role of government in health care industry?
12. Explain the responsibilities of organisation towards the society.
13. Explain the concept of CSR with example.
14. Explain the process of planning and programming.
15. How important is evaluation and how does it help?
16. Explain the role and importance of regulatory mechanism in the field of travels, utilities and health care institution.
17. Compare and contrast the nature of consumer behaviour in utility services verses health sector, both of which are essential services.

SECTION – C

Answer any two questions in not less than 1000 words:

(2 x 20 = 40)

18. Explain the role of product, pricing, place, publicity and public relations in travel industry.
19. What are the emerging trends in the health care field with reference to customer service?
20. Bring out the relevance and applications of public relation principles in the field of education.
21. Highlight the importance of public relation in any organisation.
