

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

SUBJECT CODE: VC/AC/PR54

B.A. DEGREE EXAMINATION NOVEMBER 2010
BRANCH I-HISTORY
FIFTH SEMESTER

COURSE : ALLIED CORE
PAPER : PUBLIC RELATIONS FOR TOURISM
TIME : 3 HOURS

MAX. MARKS: 100

SECTION- A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 30 WORDS.
(10 X 3 = 30)

1. What is Public Relations?
2. Mention two important factors in Press Relations.
3. When and why is 'World Tourism Day' celebrated?
4. What does 'Athithi Devo Bhava' mean?
5. What are the major forms of communications?
6. What is meant by logo? Give examples
7. Differentiate between publicity and advertising.
8. Mention the different types of tourism.
9. What is a press release?
10. What is meant by CSR? Give an example.

SECTION- B

ANSWER ANY EIGHT QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS.
(8X5=40)

11. Why is Public Relations essential for the leisure industry?
12. Explain the importance of corporate in-house journals.
13. As an event manager prepare a checklist for an event that you will be organizing shortly.
14. Discuss the impact of the internet in promoting tourism.
15. How do tourist organizations attract and retain customers? Give examples.
16. Describe the importance of corporate identity in ensuring corporate growth.
17. How successful has the 'Incredible India' campaign been? Explain.
18. Customer relations play an important role in the development of the tourism sector.
Elucidate.
19. Explain the importance of corporate plans and objectives for corporate organizations.
20. What are the tools of internal communication in a corporate organization?

SECTION – C

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 800 WORDS.
(3X10=30)**

21. a) The State Tourism Department has appointed you to organize a mega event to launch a music and dance festival at heritage sites in your state. What is the media coverage you will use to publicize the event?

Or

b) What are the main challenges in the tourism industry in India?

22. a) What is crisis management? Evaluate the importance of media as a partner during crisis management.

Or

b) Discuss the important link between Public Relations and growth of the tourism industry with the help of a practical case study.

23. a) Describe the positive and negative aspects of the environmental impact of Tourism.

Or

b) Strategize a Public Relations Campaign to attract tourists to your state.
