

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

SUBJECT CODE: PR/PC/GR44

M. A. DEGREE EXAMINATION, APRIL 2008
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : MAJOR – CORE

**PAPER : PUBLIC RELATIONS THEORY – IV: GOVERNMENT
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 the arms of the Government?
2. Who are the Publics of government?
3. What is Lobbying?
4. What is the difference between traditional and professional lobbyist?
5. What are interest groups?
6. Why is legislature important in Government Relations?
7. What are the methods of communication to register protest with government?
8. How does the government inform public on any two measures taken by it?
9. What are the advantages of hearings and meetings?
10. Is it important to know about taxation? Give two reasons.

SECTION – B

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

11. Government is big business? Discuss with examples.
12. Is lobbying unethical? Discuss your answer with examples.
13. How do PR people work with government departments and legislators?
14. “Women’s groups have become important pressure groups”. Elucidate.
15. Why do PR people have to know about legislations and ordinances?
16. How do advertisements and publicity act as tools of governmental PR? Illustrate.

17. Why should government bother about social issues like environment?
18. In government, how do you win acceptance of the PR function? Give four examples.

SECTION – C

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

19. You are appointed a PRO of the State Transport Corporation? It lacks good image due to not meeting the demands of passengers. How will you create a better image with a PR campaign?
20. Define lobbying, public affairs and interest groups and how are these relevant to government relations?
21. Analyze the importance of having good public opinion for a public cause and how these are formed and utilized?
22. “To run a good government department, PR is indispensable”. How can you practice PR as a PR consultant for the Income Tax department?
