

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

SUBJECT CODE: PR/PC/MK24

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

COURSE : MAJOR – CORE
PAPER : MARKETING FOR 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 is Marketing?
2. What is a Market?
3. What is Public Relations?
4. What are the different elements of the Marketing Mix?
5. What is Market Research?
6. If you were to sell dog food, who do you think is the consumer? Is it the dog or the dog's owner?
7. What are the objectives of Social Marketing?
8. Do you think political parties can use Marketing Techniques to win an election?
9. Quote an unethical marketing practice that you have come across?
10. What is IMC?

SECTION – B

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

11. What is Social Marketing? Explain the concept with examples.
12. What are the different types of Markets?
13. What are 'Influence Groups' in Social Marketing?
14. Which is the best marketing company in India? Why?
15. Public Relations as a discipline within communications has grown over the years in India. Do you agree? Explain.
16. By using the very marketing tools and techniques a marketer uses to sell jeans, cosmetics etc., how would you promote awareness of global warming among Indian youth?
17. Explain with examples two good cases of Social Marketing in the Indian context?

SECTION – C

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

18. Enumerate the link between Social marketing and Commercial Marketing – the commonalities, the differences, the issues etc.
19. What are the different concepts of Marketing? Explain its evolution and its use among different companies in India?
20. Explain the concept of segmentation, Targeting and Positioning [STP]? How would you use STP to effectively sell condoms to rural folks in India?
21. You have been assigned the responsibility of handling the marketing of ‘small family is a happy family’ – a family planning initiative in Bihar. How would you approach this issue? What are the marketing techniques that you would use? What are the communication tools that you would employ?
