

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

SUBJECT CODE: PR/PC/PG44

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

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

SECTION – A

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

1. What is e-governance?
2. Define and differentiate Festivals and Fairs.
3. Suggest any four modern PR tools suitable for Governmental PR.
4. Define the mandate and activities of Press information Bureau (PIB), Government of India?
5. Cite any four handicaps / challenges in Governmental PR.
6. State the importance and significance of outreach PR programmes.
7. Comment on the constructive role of PR at grass-root levels.
8. The central Ministries like Tele-communication of late have resolutely stepped-up their PR campaign. Examine.
9. Who are the 'stake-holders' for the Ministry of Armed Forces (Defence)?
10. Explain the PR set-up of the Government of Tamil Nadu or any State Government Department.

SECTION – B

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

11. Discuss the pros and cons of 'Advertisement as a major tool for image projection of Government Department'.
12. Describe with a typical illustration, the pivotal role and duties of Government PR during crisis management.

13. What are the feedback mechanisms from the community and how is the impact analysis of PR programmes carried out in Local Government / Corporation / Municipality?
14. Analyze the success and failure aspects of the recently concluded 34th India Tourist & Industrial Fair-2008' organized by Tamilnadu Tourism Development Corporation Limited (TTDC) of Tamil Nadu Government at Island Grounds, Chennai.
15. Compare and contrast with examples, the effectiveness and limitations of electronic and print media in Governmental PR.
16. How can the media be educated and cultivated favourably towards the activities and programmes of a State or Central Government ministry, through proactive PR policies?
17. Comment on the PR management of the 'Indo-US Nuclear Deal' by the Government within the Country and overseas.
18. How can the credibility of Governmental PR be enhanced?

SECTION – C

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

19. 'Right to information (RTI) Act: A boon or bane or bewilderment to the citizens' – Substantiate your viewpoints with illustrations.
20. Highlight the PR challenges and opportunities in a strategic Government Department like the Department of Energy (DAE), with case studies.
21. What are your prescriptions for designing; launching and executing a PR campaign successfully for a social cause (like demystifying epilepsy) in a Government sector? Validate your recommendations.
22. How are the 'Public Hearings and local community meetings' designed and organized before the launch of mega projects in Government Sectors? Exemplify with examples.
