

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2012– 13 & thereafter)

SUBJECT CODE: 12PR/PC/GR44

M. A. DEGREE EXAMINATION, APRIL 2016
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : CORE
PAPER : GOVERNMENT RELATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

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

1. Should the Government get involved in business activities? Justify.
2. How the 'Right to Information' of the citizens is ensured?
3. State any four current societal issues that need immediate remedy.
4. Highlight any four important achievements of a genuine civil society in Tamilnadu.
5. Give your recommendations for winning acceptance to the PR function.
6. 'Protests & marches though a democratic right, are public nuisance' - Do you agree?
7. Mention any four best tools apt for creating awareness on facets of Government, among the citizens.
8. Who are the major *publics* of the Election Commission of India?
9. Comment: 'Working with legislators requires special PR skills'.
10. How to make 'Hearings and Meetings' the focal point of public opinion.

SECTION – B

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

11. 'In a democratic Country like ours, PR is a vital management function' – Substantiate with validated examples.
12. Formulate a public affairs strategy for combating social evils like harassment of women.

13. Critically analyse from the PR perspectives: 'Swachh Bharat Mission ranking scheme of the Central Urban Development Ministry has rated Trichy of Tamilnadu, one among the top three cities in the Country, while Chennai City is trailing much behind'.
14. How can the Public Interest Groups be judiciously roped-in and effectively utilized in implementing Government's welfare schemes? Give examples.
15. Why a PR executive should equip oneself with knowledge of Legislations, Ordinances and Executive Orders? What PR tools can be used for educating the citizens about them?
16. What are the communication channels deployed by different wings of the State and Central Governments? Illustrate them with examples. How can their effectiveness be improved?
17. 'Government is big business. Elucidate with PR perspectives.
18. 'Knowledge of taxation is required for a PRO also' How do you perceive this statement.

SECTION – C

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

19. Discuss the multi-pronged strategies launched by the Election Commission of India to ensure free and fair Assembly election in Tamilnadu this year.
20. What is freedom of information? How do the governments use and mis-use this freedom in their clave for propaganda?
21. 'All arms of Government need to be further strengthened to weed-out societal diseases like atrocities on women, child labour, corruption etc'. Do you agree? Defend your arguments with case-studies.
22. Critically analyze 'Lobbying' as a PR strategy, with special reference to Government sector. Compare and contrast various types of lobbying.
