

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2015 – 2016)

SUBJECT CODE: 15PR/PC/SS34

M. A. DEGREE EXAMINATION, NOVEMBER 2016
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : CORE
PAPER : PUBLIC RELATIONS IN THE SERVICE SECTOR
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

Answer all questions in not less than 50 words: (10 x 2 = 20)

1. Write a brief note on Employee relations.
2. Why customer relations are an important public relation activity in present day corporate?
3. What is meant by Privatization?
4. Write a brief note on Consumerism.
5. Define the term Corporate Communication.
6. Write a short note on Internal PR
7. What are the four Ps in Marketing?
8. What is the importance of feedback in Public relations?
9. What is meant by lobbying?
10. Differentiate between Propaganda and Publicity.

SECTION – B

Answer any five questions in not less than 250 words: (5 x 8 = 40)

11. Examine the various traits possessed by people working in PR department of service sectors.
12. Detail the tools of Public Relations and their role in the digital age.
13. Communication is the essence of Employee relations - Substantiate
14. Discuss the role of Public Relations in context of corporate sector. Give some example of success or failure stories in this regard.
15. Elaborate about the scope of Public Relations in the Marketing and Advertising Age.
16. Explain the role of Public relations in building corporate image.
17. Enumerate the role of PR in Health care Institutions and Hospitals in image building.
18. Elucidate some of the recent growing trends in the Public Relations industry.

SECTION – C

Answer any two questions in not less than 1000 words: (2 x 20 = 40)

19. Give a detailed note on the stages involved in Public Relation Process.
20. Examine the various PR strategies adopted in Travel and Tourism industry in India.
21. Advertising and PR are two very important tools that go hand in hand, while marketing for Hospitality sector. Elucidate.
22. Give the significance of PR in education sector.
