

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

SUBJECT CODE: PR/PC/CO24

M. A. DEGREE EXAMINATION, APRIL 2007
PUBLIC RELATIONS
SECOND SEMESTER

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

SECTION – A

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

1. Describe the impact of globalisation on the Indian political scenario prevailing today.
2. Corporates today are going green. Do you agree and explain why?
3. There is a retail boom in all our Metros today. What are the reasons for this sudden development?
4. Organizations today find it difficult to retain its best talents. What are the contributing factors for this global phenomenon?
5. Distinguish between internal and external publics
6. Would you prefer a Direct Mailer or an Advertisement for a new product to be launched. Explain why?
7. Distinguish between an Advertisement & Advertorial
8. In what way shareholders are important to an organization, explain briefly.
9. What is a Press Release and how is it useful, explain with an example.
10. What is CSR and in what way this helps the business organizations?

SECTION – B

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

11. Every organization today is striving to achieve high quality in their products and services. In such a scenario how will you convince the customer that your products services are superior in quality, Explain with complete details.
12. Many Institutions and Industrial organization have Open Houses at least once a year. Analyze.

13. How do Newsletters play a vital role in communicating to the internal and external publics. Elucidate with examples
14. Organizations today vie with each other to sponsor major public events. What are the reasons for this and how would you organize / conduct such events?
15. Liaisoning with Government is said to be an important element of public Relations Practice. Explain the importance of this for the development of business organizations.
16. Business Organizations should establish good Media Relationship. What are the reasons for this and how it helps in the growth of the organizations?
17. What is the scope of Public Relations for a professional association or society? Describe.

SECTION – C

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

18. The Government of India has accorded highest priority to Infrastructure. Development and as a result of this there is a construction boom all over the country. Name the areas where such tremendous developments are taking place and where does all this lead to, especially with reference to the people living nearby and environment?
19. How does the top management in any organization practice Public Relations for the organization? Illustrate with examples.
20. Organizations today pay utmost importance to the surroundings or environment. What is the necessity for this and bring out the pros and cons of caring for various environmental aspects.
21. Electronic Media has taken communications to greater heights. Name the various channels of electronic medial including the latest developments as well as their advantages for reaching out to the common publics.
