

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

SUBJECT CODE: PR/PC/MK24

M. A. DEGREE EXAMINATION, APRIL 2007
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. State Kotler's definition of Marketing.
2. What is the Scope of Marketing?
3. What is Branding? What are the benefits of branding?
4. Define Marketing Research.
5. What is Integrated Marketing Communications?
6. Name the elements of Marketing Mix
7. Give any three examples of social marketing campaigns against tobacco usage.
8. Suggest any four marketing practices to conserve the environment.
9. What role does Public Relations play in social marketing?
10. What are the skills required to organize social marketing event?

SECTION – B

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

11. Discuss about different types of segmentation and explain how it helps in targeting?
12. Explain in detail the differences between social marketing and commercial marketing.
13. Outline the steps involved in Market research for a brand of shoes.
14. Prepare a PR brief to generate a campaign on empowerment of women in the rural areas.

15. How can social marketing help in managing a crisis (natural disasters or calamities)
16. How will social marketing and public relations help in creating a brand out of a social cause? Discuss with reference to any example from the health sector.
17. Event management and marketing of an event are two different things. Explain how and why.

SECTION – C

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

18. Discuss in detail how you would combine the elements of the social marketing mix (8 P's) for a successful campaign.
19. Explain how Fizzy drinks' company responded to promote their image when Centre for Science and Environment raised an issue on the pesticide level in the drinks.
20. Protecting endangered species has become an urgent issue. How has social marketing helped generate awareness and raise funds worldwide? Discuss with examples.
21. As a PR manager, outline a plan to organize a Fund Raiser to raise awareness on AIDS.
