

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

SUBJECT CODE: 15PR/PC/BP14

M. A. DEGREE EXAMINATION, NOVEMBER 2017
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE

PAPER : BASICS OF PUBLIC RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

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

1. Define Advocacy.
2. Explain Community relations?
3. Explain Fast Moving Consumer Goods.
4. Who is an In-house PR agent?
5. What is Podcast?
6. Describe E-PR/Online PR.
7. Define Activity Report.
8. Enumerate Lobbying.
9. Define Pitch.
10. Describe Reputation Management.

SECTION – B

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

11. How are Communication Programme in PR created?
12. Explain the key performance area of a public Relation Officer.
13. Explain some of the best practices in handling press questions.
14. Write short notes on the nature and scope of Event management.
15. Illustrate various types of Crisis Management.
16. Explain key elements of corporate identity?
17. What are the Components and tools of Public Relations?
18. Describe the structure of a PR Agency.

SECTION – C

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

19. Critically examine Public Relations process. In a related case study.
20. “The planning period is typically the longest period of time in the event management process”. – Explain in detail.
21. What do you think is the appropriate tool used in creating a desired image of an organization?
22. Explain Ten Commandments of social media crisis management.
