

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

SUBJECT CODE: 15PR/PC/CR14

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

COURSE : CORE

PAPER : COMMUNITY RELATIONS

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all questions in not less than 50 words:

(10 x 2 = 20)

1. Meaning of Community Affairs.
2. Public Relations.
3. Social Governance.
4. Corporate Citizenship.
5. Community Health Centres.
6. Rotary Club.
7. UNESCO.
8. Micro Volunteering.
9. Community Opinion Polling.
10. National Skill Development Agency.

SECTION – B

Answer any five questions in not less than 250 words:

(5 x 8 = 40)

11. Explain the concept of Trusteeship and its application to industries.
12. Describe the nature of Corporate Social Responsibility.
13. Discuss the role of police in Community Programmes.
14. Analyse the role of public relations in devising CSR Programmes.
15. Bring forth the objectives of community relations programme.
16. Write a note on the concept of Volunteerism and its work in a Community.
17. Point out the role and services of WHO in the development of Third World Countries.
18. List out the Public Relations tools in Local Advertising and Fund Raising.

SECTION – C

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

19. a) Explain the benefits of Community Relations Programmes to Business.

(or)

b) Write an essay on the Environmental and Social Governance by Corporate Organizations.

20. (a) Describe the role of Banks and Insurance Organizations in Community Programmes.

(or)

(b) Critically examine the functions of National Voluntary Organizations in Community Relations.
